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A National Newspaper for Every Branch of the Industry

Automotive Daily News

★CARS★ SHOP EQUIPMENT TRUCKS ★★AVIATION★★ PARTS ACCESSORIES ★TIRES★

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Early Reports of Spring Sales Campaigns Indicate Renewed Public Interest

General Motors Reports 2,000,000 Visitors at Its 55 Exhibits; Plymouth Early Sales Pass 7,500 Mark

Detroit, April 7.—With complete and specific reports of the results in the concerted spring sales drive being conducted this week by the automotive industry still unavailable, preliminary statements by the sponsors of the drive are most encouraging.

Alfred P. Sloan, Jr., president of General Motors Corporation, in a statement last night indicated that the attendance of more than 2,000,000 persons at the 55 special exhibits being conducted by that corporation throughout the United States was in excess of expectations. The figures in many cases were complete only up to the midweek.

In his statement Mr. Sloan said: "While it is too early at this time to announce in concrete terms the degree of success these exhibits may attain, actual results to date are better than we had anticipated six

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SALES PICKING UP IN NEW JERSEY AS EXHIBITS ATTRACT

Newark, N. J., April 7.—Dealers in northern New Jersey are looking for a record April business with spring sales drives attracting thousands of visitors to various exhibits. Sales are picking up, they say and prospects are so numerous that more salesmen are being added to follow-up and close potential sales.

General Motors exhibits are not only selling cars directly, but are aiding dealers in their respective showrooms.

Ford dealers are celebrating the return of business and report a large number of sales. Dodge, Chrysler, De Soto and Plymouth dealers have organized special show-

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MARYLAND FACES TRUCK WAR DUE TO COMPLEX LAWS

Baltimore, Md., April 7.—While injunction petitions to restrain E. Austin Baughman, commissioner of motor vehicles of Maryland, from interfering with trucking through enforcement of an obscurely written truck taxing bill piled up in a local court, Maryland authorities today were seeking a way out of their difficulties which have brought threats of retaliation and a reciprocity war from nearby states.

A conference between the governor, Mr. Baughman and W. Preston Lane, attorney-general of Maryland, was held recently, and the latter two officials are scheduled to confer again today in a further attempt to settle the problem, which has been the source of constant bickering between the State Roads Commission, the Maryland Public Service Commission and the commissioner of motor vehicles for the last six months, according to Mr Lane.

The Maryland law in question seeks to put public truck carriers, operating on fixed schedules or between fixed points, under the jurisdiction of the Maryland Public Service Commission, and would subject them to a tax of a fifth of a cent per ton mile. A number of Maryland truckers have complied with its provisions, others have not, and truck owners from other states so far have practically ignored it.

N.A.C.C. Carries Tax Protest Direct to President Hoover

New York April 7.—Reaffirming the position that the automobile industry is willing to pay a fair share of such additional taxes as are necessary to finance the cost of government, directors of the National Automobile Chamber of Commerce sent a telegram to President Hoover, voicing a vigorous protest against proposals for exacting discriminatory levies from automobile owners and buyers.

The telegram, which was signed by Alvan Macauley, president of the chamber, and president of the Packard Motor Car Company, declared that unfair levies threatened to defeat the industry's present intensive efforts to revive business and restore employment. The message indicated the industry's recognition of the need for balancing the Federal budget, but took the stand that it would be unfair to "mark" the automobile industry to carry an extra burden for this purpose.

The chamber officials expressed disapproval of the action of the secretary of the treasury in recommending the enactment of heavy excise taxes on automobiles, trucks, tires, parts, accessories and gasoline.

President Alvan Macauley asserted that the industry sought no special favors, but simply desired fair treatment with an unhampered opportunity to improve its position in trade.

President Hoover was advised that the industry would be unable to accept the responsibility for the effect which drastic excise levies upon its products would have on the 4,000,000 wage earners who derive their livelihood from the manufacture, sale and operation of motor vehicles.

The message to President Hoover read as follows:

"Reports just received at our directors' meeting today state that

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N. A. C. C. Sees March Output 6% Over Feb.; Quarter Off 47%

Production for First Three Months on Basis of N. A. C. C. Estimate Is 367,457 Against 697,553 in 1931

New York, April 7.—Placing the total vehicle unit production for March, 1932, at 130,700 cars and trucks, the preliminary estimate by the National Automobile Chamber of Commerce was announced at the directors' meeting at headquarters, 366 Madison Ave., in this city. This total represents a gain of 6 per cent. over that of February, which was 117,413 units, as was announced in the revised figures by the Department of Commerce.

With the N. A. C. C. estimate for March, 1932, in hand, we can arrive at an estimate of the first quarter's business for this year and compare it with that of the same period of 1931. Production in the first three months of 1932 totaled 367,457 cars and trucks. Production in the first three months of 1931 totaled 697,553 vehicle units. The decrease in the first quarter of 1932 has amounted to approximately 47 per cent.

Production in March this year, 130,700 units, as above noted, compares with 289,398 cars and trucks turned out in March, 1931. The decrease here is about 55 per cent. The production drop in March on a comparative basis has been accelerated beyond the rest of the quarter.

S. A. MILES RETIRES AFTER 32 YEARS AS MANAGER OF SHOWS

S. A. MILES

New York, April 7.—After thirty-two consecutive years of show management, S. A. Miles, who has directed the National Automobile Shows in New York and Chicago for the National Automobile Chamber of Commerce, has decided to retire.

This became known today when

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RUBBER INDUSTRY CONSIDERS NAMING BISHOP TRADE CZAR

New York, April 7.—As a part of a program to revitalize the rubber industry in the United States and to cure the ills arising from the depression, plans are being discussed to concentrate coordinating power in the hands of one man. This industry, one of the most important in the country, has encountered unusual difficulties in the last two years.

An agreement looking toward such an arrangement was virtually approved at a dinner meeting of thirty-two leaders in the rubber and allied industries given by George T. Bishop, president of the Continental Shares Corporation, in the Waldorf-Astoria Hotel this week.

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A. J. ROGERS RESIGNS AS MARMON VICE-PRESIDENT

Indianapolis, April 7. — A. J. Rogers has resigned as vice-president of the Marmon Motor Car Company, to accept the position of vice-president of the Dunn Textile Company of Detroit.

Mr. Rogers is well known in the automotive industry, having been with Marmon in various departments for many years. He has always devoted considerable attention to the selection of interior trim for Marmon models. The Dunn Textile Company has been supplying the automobile industry with woolen upholstery cloth for upward of ten years.

FORD IS REPORTED PLANNING 3,500 CAR DAILY OUTPUT SOON

Detroit, April 7.—The size of the projected Ford Motor Company operations was indicated again yesterday when it was reported that orders have been placed for parts of 100,000 cars.

It is also reported that the production scale set calls for 3,500 cars daily by the last week of this month. At this rate the parts will have been used by the middle of May. Immediate steps for increasing output were reported in plans for 1,000 cars a day next week.

Edgewater, N. J., April 7.—Announcement was made at the Ford Motor Company plant here that the plans of the concern with regards to employment of men is as follows. Thirteen hundred who are now working one day a week will first be given steady employment; 800 former employees who are not now on the pay roll will then be called back to work, following which new men will be hired providing they are needed.

The announcement was made, it was stated, to save persons looking for work from making a useless trip to the plant in search of employment.

The prospects of the 1,300 men now working but one day a week of receiving steady employment will depend entirely on how fast parts for the cars are received from Detroit. No date as to when the parts will arrive in sufficient volume could be obtained in the absence of such information on the part of even plant officials.

TRUCK REGULATION SEEN AS THREAT TO SHIPPING ECONOMY

New York, April 7.—Relations of the public and smaller shippers with truck tranportation are exactly opposite from that of the public with railroads in the days of unregulated monopoly, and where regulation of railroads proteected the public, proposed regulation of non-monopolistic motor truck service will work a discrimination against the public and small shippers, declared D. C. Fenner, chairman of the Motor Vehicle Conference Committee, speaking before the Wyoming Valley Traffic Club at Wilkes-Barre, Pa., yesterday.

"Application on all facilities of the least regulation that is necessary will enable each transport medium to answer the shipper's plea for an economical and efficient

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Packard Electric Votes Merger With G. M. Group

Warren, O., April 7.—Stockholders of the Packard Electric Company met here yesterday and voted to affiliate with General Motors Corporation.

N. A. Wolcott, president of the Packard Electric Company, in making the announcement added that there would be no change in the policies pursued by his organization, nor any change in the executive personnel of the company.

The transaction was consummated on the basis of one share of General Motors for each three shares of Packard Electric. The sale is to be consummated on May 1, when General Motors will take over the Warren property, which is the largest producer of automobile cable in this country.

N. A. Wolcott, now president of the Packard Company, will become general manager on May 1, and the plant will continue operations. It is now on a 50 per cent basis.

In addition to receiving 44,790 shares of General Motors common stock for the 134,370 shares of Packard Electric common they own, shareholders of the latter concern may also be paid a liquidating dividend of $1 a share on their present holdings.

NEW TRUCK SALES IN NEW ENGLAND AND EAST OFF 28%

New York, April 7.—Registrations of new commercial cars in the East and New England in February were 28 per cent. below the corresponding month of last year, with Delaware being the only state in which sales were higher than a year ago.

In the eleven states of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont, new truck registrations in February aggregated 4,458, as against 6,211 in the same states in February, 1931, according to the statistics published in Automotive Daily News.

The Delaware total was 68, as against 59 a year ago. New York registrations totaled 1,532, as compared with 2,053 a year ago, while Pennsylvania showed 1,117, as against 1,478

Registrations in the six New England states amounted to 1,016, as compared with 1,572 a year ago, off 35 per cent. The five states in the East made a somewhat better showing, with aggregate registrations of 3,442, as compared with 4,639 in February of last year, a decline of only 25.7 per cent.

Here are the comparative registration totals for February, 1932 and 1931:

	1932.	1931.
Connecticut	230	286
Delaware	68	59
Maine	146	226
Maryland	230	298
Massachusetts	439	708
New Hampshire	59	143
New Jersey	495	751
New York	1,532	2,053
Pennsylvania	1,117	1,478
Rhode Island	86	134
Vermont	56	75
Totals	4,458	6,211

SALES PICKING UP IN NEW JERSEY AS EXHIBITS ATTRACT

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ings, as has Studebaker, Hudson-Essex and Pierce-Arrow dealers.

The exhibit of the new Ford V-8 attracted more than 35,000 visitors to the Belle Meade Sales Company, Jersey City, in the past four days.

The Morris Motor Car Company, De Soto and Plymouth dealer, Jersey City, placed on display the new Plymouth model and attracted large crowds.

The Nash McNaughton Company, Jersey City, Nash dealer, reports great activity over the week end, interest being shown in the new standard straight eight four-door sedan which they are showing.

Hundreds of persons have visited the W. E. Mount Ford headquarters, in New Brunswick, and sales have averaged about four a day, while many persons specified a desire for a demonstration, it was announced.

The General Motors exhibit in new Brunswick, under a huge tent, has been crowded daily, and sales are reported as good.

Harry F. Beldon of the Beldon-Joiner Company said that not only have there been huge crowds visiting the show, but the crowds have been more enthusiastic about the cars the year than previously. "In fact, we have had more prospects for sales than at any time in the past," he said.

The highlight of the exhibition was the sale of three Pontiac cars by the Ellis Motor Car Company.

BAY STATE REJECTS CHAIN STORE TAXATION

Boston, Mass., April 7.—Five proposals to tax chain stores were rejected in the Senate when that body, without a record vote, accepted the taxation committee's adverse reports on the measures. The bills provide for licensing of chain stores with fees ranging from $33 for one store to $2,700 for a license in a city with a population of over 500,000. The House is expected to act upon these bills within a few days.

SPRING DRIVES AROUSE RENEWED BUYING INTEREST

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months ago, when the idea of the exhibitions was first broached. Unquestionably an enhanced interest in new automobiles has been created by the simultaneous exhibits being staged this week."

Plymouth division of Chrysler Motors reports that early indications are that dealers have received more than 7,500 orders for the new Plymouth since its introduction to the public last Saturday. April production schedules at the Plymouth plant have been stepped up to 24,000 units.

New York, April 7.—C. L. Alexander, chairman of the New York show committee for General Motors, stated today that from the crowds up to Wednesday night, total attendance at the Astor Hotel exhibition will exceed 160,000. The greatest list of prospects has been lined up that the companies ever have had.

Brooklyn, N. Y., April 7.—P. R. Letts chairman of the General Motors show in this city, announced today that attendance had run far ahead of that at the Brooklyn dealers' show last winter. Sales and prospects are also running ahead of previous records.

Newark, N. J., April 7.—Charles E. Fisher, chairman of the General Motors show here, reported today that attendance had broken all records for any automobile show ever held in this city.

Philadelphia, April 7.—Approximately 20,000 persons had visited the General Motors exhibit in Convention Hall up to and including April 5. According to Frank W. Reinhart, general chairman, unquestionably the showing of General Motor products at one time, under one roof, has done much to stimulate business in this city.

Since the new Plymouth has been on view in local showrooms, unusual interest has been attested by the unprecedented number of callers. For example, on the first three days of the showing in the sales building of the Thornton-Fuller Automobile Company, 1213 North Broad St., six or seven times more visitors were present than ever before, and on Saturday, April 2, eleven salesmen on the floor were unable fully to take care of the crowds.

Syracuse, N. Y., April 7.—The General Motors show in the 108th Infantry Armory has been a success, even beyond the most sanguine expectations. Up to and including Wednesday evening, attendance had exceeded the 25,000 mark, or an average of better than 5,000 for each day that the exhibit had been open

Local dealers handling General Motors products declare that they are well pleased with the results of the show so far. Numerous actual sales have been made, and a large number of prospects have developed upon which salesmen will work during the next several weeks.

Indianapolis, Ind., April 7.—Immediate and widespread improvement in the automobile business is predicted by local dealers and distributors following the most active week-end in more than two years.

Plymouth, General Motors and Ford are occupying the center of the stage this week, with renewed interest in motor cars reflected practically all the day down the line. Plymouth and Ford, showing the new models, attracted crowds that were rivaled only by the throngs visiting the General Motors national exhibit now in progress at the State Fair Grounds.

Ford dealers estimated that during the four days beginning Thursday of last week, when the new V-8 was first shown to the public, about 100,000 persons had visited their twelve salesrooms in Indianapolis and that between 300 and 400 orders had been accepted for future delivery.

At the General Motors display, W. F. Moyer, Oldsmobile distributor here and general chairman of the corporation's exhibit, stated that show officials expected to exceed the 100,000 mark during the eight days of the show. On Sunday more than 13,000 passed through the doors of the show building.

S. A. MILES RETIRES AFTER 32 YEARS AS MANAGER OF SHOWS

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the board of directors of the motor chamber announced their acceptance of Mr. Miles' resignation.

Mr. Miles had been in charge of every automobile show held in Chicago since the inception of the industry, and also had managed the national show in New York for the last twenty years.

The veteran show manager, who is now in Europe, believes that with the arrival of his seventieth birthday he is entitled to a rest from the major burdens of conducting the exhibits, although at the request of the chamber directorate he will continue to serve in an advisory capacity.

Mr. Miles' length of service and the recognized success of his exhibits probably are without parallel in trade show history, and his resignation is accepted by directors with extreme regret.

The directors announce that future shows will be as usual under the supervision of the show committee: Charles D. Hastings (Hupmobile), chairman; Alfred H. Swayne (General Motors Corporation), A. R. Erskine (Studebaker), and under the management of Alfred Reeves, chamber vice-president.

Mr. Reeves was in charge of many of the earlier New York shows in Madison Square Garden and Grand Central Palace.

NEW STUDEBAKER DEALERS NAMED

South Bend, Ind., April 7.—The following new Studebaker truck dealers are announced:

C. E. Robison, New Lisbon, Wis.; Murray-Stewart Motor Company, Cambridge, Mass.; Bay View Motor Service, South Boston, Mass.; Norwood Garage Company, Inc., Norwood, Mass.; F. A. Dutton Motor Company, Somerville, Mass.; Everett Station Garage, Everett, Mass.; Maynard Motor Car Company, Maynard, Mass.; C. W. Newhouse, Inc., Malden, Mass.; De Ruyter Auto Service Station, De Ruyter, N. Y.; Schaible Motor Sales, Inc., Ypsilanti, Mich.; Frazier Auto Company, Greenville, Ky.; V. T. Wood & Sons, Carrollton, Ky.; Perry Country Auto Sales, Duquoin, Ill.; Endres Motor Sales, Belleville, Ill.; Fluckiger Motor Company, Clinton, Ia.; Virgil Johnson, Frankfort Kan.; Peekskill Motor Sales Corporation, Peekskill, N. Y.; Harry L. Kehr, Cape May, N. J.; Onley Garage, Onley, Va.; C. W. Epley, Gettysburg, Pa.; T. J. Moore, Brighton, Col.; Busch Motor Company, East St. Louis, Ill.; Lesem-Millikan, Inc., Cape Girardeau, Mo.; Squires Motor Sales, Glasgow, Ky.; Montgomery Garage, Mount Sterling, Ky.; Landfield Avenue Garage, Monticello, N. Y.; Marron & Blank, Springfield, Minn.; Jewett Company, Bemidji, Minn.; Jacob Haas Garage, New Rockford, N. D.; Wills Motor Sales, Logansport, Ind.; Converse Federal Truck Company, Springfield, Mass.; J. G. Beasley, Crockett, Tex.; Sandin Wilde Motors, Inc., Bismarck, N. D.

MOTOR ACTIVITIES

By ROY B. PRESCOTT

Even with the impetus given by the announcement by Ford and the spring showings of new models by General Motors, Plymouth and other companies all over the country, no steps were taken last week to step up production.

It seems to indicate that the manufacturers want to feel the pulse of the buying public before launching increased production schedules. Under these circumstances the next week or two ought to show the public reaction fairly definitely. If public buying does start after these shows and announcements, there will be a substantial improvement in production during the second quarter of this year.

The production index for the week ended April 2 compared with the average weekly production for the year 1928 was off 5 per cent., standing at 53. The weekly index compared with that of the same week in 1931 was 25 per cent. off, for a new low for the year.

SPARKS from DETROIT

World's Fair Building
* * *
Fire Bells Aided
* * *
Change In System
* * *
Doering on the Job
* * *

Chris Sinsabaugh—Detroit Editor

GENERAL MOTORS packing 80,000 people into the Palace of Fine Arts in two days for its spring display would seem to make the famous old World's Fair building well worth the consideration of San Francisco when it stages its next automobile show.

The Palace of Fine Arts is the sole surviving building of the great exposition of seventeen years ago, and up to this week it never had been used for automobile show purposes. It is a beautiful structure, with a front of 958 feet. For the purpose of setting the proper stage for General Motors an entire row of trees from Golden Gate Park was transplanted and aided in making the affair one of the greatest affairs ever put on in San Francisco.

* * *

IN THE WAKE of the opening of General Motors' nation-wide show week there comes from Chicago a bona-fide statement concerning the exhibition in that city from Dudley Carson, who is publicizing the affair for G. M. Writes Dudley:

"Sometimes things break altogether too good for the publicity relations director, publicity man or press agent, the first names being identified by spats and cane, the second by spats only, and the third by a slouch hat.

"And here's the story: On Saturday, April 2, the day the General Motors exhibit opened here in the Merchandise Mart, the zero hour was 12 noon. At exactly 11.50 a. m. some one turned in a three-eleven fire alarm right across the river from the Mart. So, to the notes of our aerial bombs, loud-speaker wagon and other hullabaloos, was added the clang of fire bells and the wail of fire boat sirens. Believe you me, she started off right.

* * *

"THEN, ON MONDAY, at 2 p. m., the twenty-five-foot baby blimp, moored to the mast of the Mart and carrying a big exhibit sign, pulled loose, carrying away 100 feet of its 300-foot rope. It was caught by a policeman named Oscar, away up in the north end of town. Oscar hedge-hopped over sundry obstacles for two city blocks, hanging desperately to the end of the rope until he snubbed the blimp to a post and, with the help of willing bystanders, subdued the critter.

"Shortly afterward Hal Foust called from the Trib. 'I know you for what you are, you arsonist-vandal,' he said. 'I suspected you set that fire Saturday. And now I know it. You set the fire and you cut loose the balloon.'

"Ain't life hell?"

* * *

THIS BIG RUSH of ours for spring business has brought about a change at Plymouth. Heretofore the sixty-two field men have been reporting each day by mail, but things became so hectic since the new baby was born last Sunday that now these field men are reporting nightly by telephone.

To handle all these calls there are two operators who go on duty each night at 7 and stay until daylight because of the difference in time. This sort of service has been found to work so well that even after the rush is over it is planned to carry on with the telephone reports.

* * *

"HARRY H. DOERING, National Geographic Magazine," reads the new card of the former Motor Magazine executive who is so well known in the industry because of his long service in this territory. He's on the job now, working out of the Chicago office.

* * *

PRESIDENT HOOVER got back of spring show week by writing: "The motor manufacturing companies have all launched their spring models. There is nothing that provides widespread employment more than automobile construction. Every person contemplating buying a new car this year can make a real contribution to employment by putting in his order now, even though he does not take immediate delivery."

One comment on the Hoover message I have heard comes from a brass hat who praises the statement, with one exception.

"If he only had left off that 'even though he does not take immediate delivery!' That sure is giving Ford a break."

Successful Methods in Training of Driver-Salesmen

Truck Fleet Operators in 10 Industries Give Their Experiences in Increasing Business, While Decreasing Costs

Training of driver-salesmen, covering the methods used by representative companies in ten industries, operating big truck fleets to improve the selling abilities of route men and drivers, is presented by the policyholders' service bureau of the Metropolitan Insurance Company.

Companies report a variety of reasons for training their routemen. First, of course, is a desire to increase sales and decrease costs. In one company the important aim is to help the men sell more merchandise. In another, it is getting them to operate their trucks economically, and in still another, a reduction of accidents is the main objective.

Preparation of a definte plan, before beginning the training work, is considered by many companies as of first importance. These plans consist, with some, of a one-page summary, with others, of a detailed statement covering a score or more pages.

Discussing the task of drawing up the training plan, one company said that "many programs fail, or are only partially successful, because of inadequate planning. If a company is adding a building to its production plant, every detail is worked out in advance in the drafting room, and blueprints prepared for the guidance of the builder. Similar careful planning, is essential to the conduct of a program for training drivers and routemen. Careful planning before the training program is started is imperative."

Putting the plan on paper as a first step in the training program is said to result in many advantages. One company states that it "crystallizes and unifies the plan and makes it much more tangible to all concerned." A second company reports that it "establishes a standard of performance and serves as a constant reference and guide to the management." A third company says that "the written plan saves time, avoids misunderstandings and lengthy discussion regarding proper procedures, and serves as a constant reminder to prevent standards from falling into disuse." Others say that, by bringing together experiences gathered as training progresses, the plan is gradually shaped to meet every need of the company, and becomes a most valuable operating instrument.

Some companies report that they are using a standard training plan prepared by their trade organization, trade publisher or trade service organization. A number of companies have adopted these standard plans and revised them to meet their individual needs. Others advise that they have built up their own plans. There is no standard practice, except that association plans, when available, often serve as a helpful pattern. But in drawing up the plan, such questions inevitably arise as, "Who shall be trained?" "Who is to do the training?" "What shall be taught?" "What training methods shall be adopted?"

Most plans specify who is to do the training, though this is sometimes determined automatically by the kind of program adopted. In many companies the training of route men is a regular part of the job of the sales manager, his assistant and supervisors. Each is made directly responsible for training his subordinates.

Many companies give their new men preliminary training in a company school conducted by an instructor employed for the purpose.

In smaller companies—and these are in the majority—the training may be given by the head of the business, the sales manager or the foreman.

The general custom may, therefore, be summed up in these terms:

Rating Sheet for Driver-Salesmen Used by Quality Bakers of America

SALESMAN'S RATING OF EFFICIENCY

NAME..... ROUTE NO..... DATE.....

INSTRUCTIONS—Work out the man's rating on *each* of the seven major classifications. For instance, under heading I, rate the man on each of the sub-headings and take the final average by adding these together and dividing by the number of sub-headings. This gives you his rating in KNOWLEDGE OF THE BUSINESS. Do the same on II, etc. Do *not* try to arrive at any final rating by taking an average of these averages. This would not be accurate since some of the major classifications are much more important than others—hence no final average for the man's general sales efficiency is possible. However, these ratings will show up a man's weak points and direct his attention to the additional work which must be done to strengthen himself and make him a better bakery salesman.

	I KNOWLEDGE OF THE BUSINESS	
	Knowledge of company policy.	Knowledge of selling points of bread.
	Knowledge of ingredients used.	Knowledge of nutritional qualities of bread (cake).
	Knowledge of process.	
	Knowledge of scaling and price.	Application of above knowledge.
%	II KNOWLEDGE OF TRADE	
	Knowledge of grocery business.	Condition of display and location on routes.
	Ordering—ability to study grocer's needs.	Ability to analyze possibilities in each store.
%		Sales effort on varieties.
	III DIRECT SELLING	
	Sales approach.	Courtesy.
	Ability to overcome sales objections.	Does he render dependable service?
	Attention to non-stops.	Does he strive to give extra service?
	Effort to solicit business in stores sold.	Use of basket.
%	Effort to sell company and personality.	Ability to create grocer goodwill and cooperation.
	IV ACCOUNTING	
	Condition of route book.	Ability to keep track of goods on wagon.
	Control of due bills, shortages, etc.	Loading truck—checking load performance on shipping floor.
%	Cooperation with office.	
	V ADVERTISING	
	Knowledge of advertising.	Follow-up and use of sales aids.
%	Interest in distributing material.	
	VI VEHICLE OPERATION	
	Does he drive carefully?	Does he keep operating costs down?
%		
	VII MISCELLANEOUS	
	Personal appearance.	Control of stales and fresh returns.
	Truck cleanliness.	Interest and attention at meetings.
	Condition of racks, cases, etc.	
%	Cooperation with supervisor.	

If the training is given in a classroom or in group meetings, it may be in charge of the sales manager or a speecial instructor. If the training is given in small groups or if each man is trained individually—that is, outside, on the route—the work usually is in charge of a supervisor.

There is no hard and fast rule. The responsibility for training varies with the different companies, except that in practically all the larger organizations the training plan makes the man higher up responsible for the training of the men immediately under him, and these, in turn, are made responsible for the training of the men immediately under them.

Probably the subject given the most emphasis during the study was the need for constant checking of men and program. As one sales manager expressed it: "Every training plan should provide means for checking the results. No training program will run itself. It must be kept up to date and followed through. Provision must be made for checking the men and determining if they are using and benefiting from the training program. By this means only is it possible to know if the program is accomplishing what it is intended for; only in this way is it possible to determine what improvements should be made." Among the checking methods reported were the use of sales data, rating sheets, examinations and conference check-ups.

Training on the job, as the name implies, is training the men while actually at work on the route.

For new men, training on the job usually begins with a tour of the plant. In some cases the new men are employed in the plant for a limited period. One company reports that its beginners spend from one to three months in different departments learning the company's methods of manufacturing, accounting, selling, delivering, etc. This, the company advises, qualifies the man when assigned to a route to co-operate intelligently with every division of the business. By working for a time in the accounting department, for example, he comes to understand and appreciate the department's special problems and is much more likely to turn in his records in the manner desired. It is said that similarly helpful co-operation is secured for other departments. From the plant the beginner goes to the route, where, under a supervisor, he gets his first training in calling on the trade.

Training on the job, as related in the preceding section, is usually a responsibility of the supervisor or route foreman. To supplement this work and to check the progress made by the salesman, some companies call in the routeman at weekly or other intervals for personal conferences. These conferences permit the sales manager to tie in with the general training plan and to keep a personal check on actual results of the training. In these meetings with each man, the sales manager discusses his records—sales, credit, accident, customer turnover, customer complaint, etc. In some companies, rating sheets or scales are used by the manager to help in sizing up the salesman and in giving him the proper advice. The "developing" procedure is often employed by the sales manager in these man-to-man meetings.

Some companies are using personal letters for training purposes. According to the sales manager of one company, direct mail offers advantages not available in any other plan. He claims that "letters permit the discussion of the specific problems and needs of each driver-salesman in a way not possible in general meetings. The letters get and hold the attention of the routemen because they are delivered to his home on Friday evenings; he can read them in a leisurely way over the weekend." When conferring with a man in the plant, this sales manager says he has found it difficult to get his undivided attention. The presence of others or the constant rush, makes it difficult to discuss personal problems.

Company schools for the training of driver-salesmen are in use by a number of companies in the ice, milk, meat-packing and laundry industries. Some of these are schools, in every sense of the word, with full-time instructors, formal programs, study and recitation periods and periodic or final examinations. Others are quite informal, and usually are conducted by some executive of the company, in addition to his regular duties. Some run for a limited period, some operate continuously and others are conducted at irregular intervals as the company may deem expedient. Many confine their work to the training of new men; others include the experienced men. Classes, as a rule, range in size from ten to forty men.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

TRUCK FLEET OPERATOR FINDS ROAD SUPERVISION EFFECTIVE

A system of road supervision, so worked out as to convince the driver it is not a scheme to "get something" on him, is advocated by G. A. Rogers, general delivery manager of the Hoffman Beverage Company of Newark, N. J., as an effective means for developing each driver into a first rate contact man for the organization.

"We have sold our drivers on this idea of supervision," said Mr. Rogers, "pointing out that if the purpose was to get something on the driver, it would never be necessary for a supervisor to leave a garage in order to accomplish his purpose.

"In our organization, unless a driver is being tailed for speeding or other driving faults, the road supervisor is supposed to drive past the driver on the road before he even starts his supervisory inspection. Care must be taken to make certain that the inspection is not done in a manner or at a time which is embarrassing to the driver."

Mr. Rogers prefers the term "driver-salesman" to "driver," because he considers the driver as equally important with salesmen behind counters in maintaining freindships with customers.

"Should we not consider the so-called driver more in the light of a salesman or good-will contact man?" Mr. Rogers asked. "Just how much does it avail us to have an excellent corps of retail salespeople behind counters and in departments if the man who is going to establish the final contact between the organization and the customer, by some carelessness or thoughtlessness, kicks out from underneath the sale the very props that efficient salespeople have set up?"

Describing one of the many ways in which drivers can build or destroy good will, Mr. Rogers continued:

"I may be walking downtown on one of the main thoroughfares of New York and have in mind that I want to go to a store to buy something, when a vehicle driven by an employee who is not as loyally thoughtful of his employer as he might be causes me suddenly to step back to the curb, or splashes me with some mud, and I say to myself, "Well, I guess I won't buy in that particular store."

Recently, when Mr. Rogers addressed the Retail Delivery Association of the National Retail Dry Goods Association, those attending expressed themselves as agreeing that by his every act while handling his car on the streets the driver is enhancing or detracting from his employer's prestige.

"We liken a road supervisory service," Mr. Rogers continued, "to the punching of a clock card, pointing out to the driver-salesman that if a man is on the job, he has no better way of showing it than through the medium of inspection reports turned in by the route supervisor.

"Another rather effective wrinkle which we introduced is that of insisting that the employee who is picked up signs the route supervisor's report. We want the driver-salesman to know everything good said about him, as well as his deficiencies. We have built up a morale in our driving force which we like to feel is second to none.

"This method also gives the driver-salesman the opportunity of questioning any report which he feels is not quite justified. This, we feel, is an important contribution to road supervision.

"Reports are filed chronologically in a separate folder for each man, and they furnish an excellent means of properly evaluating men for promotion and bonus awards.

"Route supervisors are freely moved about from one territory to another. This is rather beneficial in many ways, not the least of which is the advantage derived from having evaluation reports on a driver-salesman, submitted by several supervisors. This tends to dull any sharp criticism submitted by a supervisor, who himself may have an off day now and again.

"There is another very tangible advantage to route supervision properly conducted in the fact that men talk a great deal more freely to a road supervisor away from company property than back home in the garage or loading station. Many valuable suggestions have come to us through this little roadside conversation.

"In fact, our road supervision has almost reached the point where, if a supervisor fails to pick up a driver during the day, that driver-salesman will invariably ask when he comes in at night why the supervisor did not pick him up.

"Probably one of the reactions most favorable to the management side derived from road supervision is found in the supervisor's ability promptly to cover the customer complaint. The road supervisor learns from the driver-salesman whether he has had misunderstandings with customers, apartment house superintendents or caretakers.

"If there have been misunderstandings, the road supervisor can double back along the route and handle the complaint while it is still fresh in the minds of the driver-salesman and customer. Very often the mere fact that a supervisor promptly calls before a customer has a chance to file an official complaint has a great deal to do with smoothing it out and impresses the customer with the extremely prompt service of the organization.

"We use the 'spot-check' system to good advantage. The route supervisor calls on eight, ten or a dozen customers at random during the day, making known his identity and indicating he is making a survey of the company's general service, irrespective of departments involved."

Mr. Rogers, whose drivers are responsible for safe delivery of the great quantity of ginger ales and other beverages marketed by the Hoffman company, is a firm believer in a thorough training course. He favors a careful inspection of drivers before they go out in the morning, as well as careful road supervision.

"When we compare," he said, "the type of driver-salesman we employ today with the type employed by us several years ago, we sometimes wonder how we ever got along, how we ever progressed in business with the old type."

Mr. Rogers likes to consider the daily check-ups and road supervision as the driver's "post-graduate" training, through which daily he learns more and more about his calling.

Pierce-Arrow Names New Truck Dealers

Buffalo, N. Y., April 7.—New Pierce-Arrow truck dealers appointed recently follow:

Welch Motor Car Company, Utica, N. Y.; C. & S. Motor Company, Scranton; Foss-Hughes Company, Philadelphia; Studebaker Sales Company of Milwaukee, Milwaukee; Armacost Automobile Company, Kansas City; Atterbury Motor Car Company, Buffalo; the Potter County Garage Company, Coudersport, Pa.; Franzen-Billeter Motor Company, Indianapolis; Shultz Motor Sales Company, Canajoharie, N. Y.; Yarbrough Motor Company, Atlanta; W. J. Morrow, Inc., Corning, N. Y.; K. A. Murray Motor Company, Sioux City; James Motor Company, Rapid City, S. D.; Pierce-Arrow Sales Corporation, New York; Scherman-Schaus-Freeman Company, South Bend; Studebaker Sales Company of Chicago, Chicago.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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ADVERTISING AND BUSINESS HEADQUARTERS

Harry A Tarantous, Business Manager, 350 Hudson St., New York, N. Y. George M Slocum, Manager Detroit Bureau, 427 Fisher Building, Detroit, Mich., phone Trinity 2-3500. Willard R. Cotton, Western Manager, 333 North Michigan Ave., Chicago, Ill., phone Andover 2400. Metz B Hayes, New England Manager, Little Building, Boston, Mass.; Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building Los Angeles, Cal.; 1037 Henry Building, Seattle Wash

Address ALL advertising and business correspondence to 350 Hudson St., New York city.

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Detroit Bureau, Chris Sinsabaugh, editor, 427-8 Fisher Building, Detroit, Mich. Telephone Trinity 2-3500 Contributing editor, John C. Wetmore.

Interest and Sales

WHILE it is too early to make positive statements, it looks as if the intensive drive of the automotive industry for sales during the present week was meeting with the success its courageous promoters deserve.

Early reports from all the cities where General Motors, Ford, Plymouth, Studebaker and other companies are making special showings of their latest models indicate that the country still maintains its traditional interest in motor vehicles.

General Motors has already told us that 1,250,000 persons visited its shows in fifty-five cities during the first two days that the exhibitions were open. From many towns and cities all over the country, Automotive Daily News correspondents have sent word that great crowds have turned out to see the new Ford V-eights. Plymouth has announced that the number of visitors to the showrooms where the new model was being exhibited far exceeded its rosiest expectations. Studebaker and Auburn, with their special demonstration campaigns, have found the public deeply interested in the new models.

The fact is that America today is exactly as much interested in motor vehicles as it ever was. There has been no decrease in the normal American desire to own a motor car and to keep owning one that embodies the latest improvements in design and construction.

Economic conditions have operated to make it harder for Americans to follow their natural inclinations. Fear for the future is holding back many, and many a purchase of a new car that would normally be made.

The public interest displayed in the new offerings in response to the industry's intensive effort, with the general economic situation, places the fate of the sales year squarely in the laps of its retail salesmen.

This is certainly not going to be an order-taking year. Sales can be made and will be made, but they will be sales representing more honest effort on the part of the salesmen than ever before.

Certainly our salesmen in 1932 have a great responsibility, but they also have a great opportunity.

A Vote of Confidence

IN the announcement that General Motors has bought the Packard Electric Company of Warren, O., a leading producer of electric cable, we find a vote of confidence in the future of business and of America.

That a company representing such a vast volume of production in the automotive and other fields is willing to spend its money in the purchase of a subsidiary at the present time is certainly heartening. If the executives of General Motors felt that business in this country had fallen into a depth of depression that bade fair to be permanent, they would scarcely counsel expansion of the organization's holdings.

When perspicacious business men see a long period of business deflation ahead, they do not reach out and buy new companies to add to the productive capacity of their organization. They take exactly the opposite position by drawing in and concentrating their activities. They endeavor to effect retrenchments that will permit of making profits on smaller output.

We accept the General Motors purchase of Packard Electric as a vote of confidence by one of our largest industrial organizations in the future of America and of its industrial development.

COMING EVENTS

APRIL

2-10—**Detroit, Mich.** Aeronautical Chamber of Commerce, National Aircraft show.
7-30—**Tel Aviv, Palestine.** Levant Fair.
11-16—**Boston, Mass.** American Oil Burner Association, Ninth Annual Convention.
11-17—**Asbury Park, N. J.** Automobile Show.
12-27—**Milan, Italy.** International Automobile Salon.
21-22—**Cleveland, O.** National Petroleum Association, semi-annual meeting, Hotel Cleveland.
23-May 2—**Zagreb, Jugo-Slavia,** Automobile Salon.
27-29—**New York city.** American Welding Society.

MAY

1- 8—**Penzan, Poland.** International Fair.
2- 6—**Philadelphia, Pa.** American Society of Mechanical Engineers, management division meeting.
4- 6—**Honolulu, Hawaii.** National Foreign Trade Council.
4- 7—**Dublin, Ireland.** Commercial Car Show.
7-11—**Cleveland, O.** American Society for Testing Materials, meeting.
7-16—**Budapest, Hungary.** International Fair.
12-13—**Cleveland, O.** American Gear Manufacturers' Association, meeting.
16-20—**San Francisco, Cal.** United States Chamber of Commerce, annual meeting.
19-20—**Chicago, Ill.** National Battery Manufacturers Association meeting, Hotel Sherman.
23-28—**Chicago, Ill.** Radio Manufacturers Association, meeting, Hotel Sherman.

JUNE

Bordeaux, France. Automobile Show.
Cork, Ireland, Commercial Car Show.
Paris, France.—International Automobile Manufacturers Association sixth annual Motor Transport Congress.
1- 3—**Tulsa, Okla.** American Petroleum Institute, mid-year meeting, Mayo Hotel.
8-11—**State College, Pa.** American Society of Mechanical Engineers, National Oil and Gas Meeting.
12-17—**White Sulphur Springs, W. Va.** Society of Automotive Engineers, summer meeting.
20-24—**Atlantic City, N. J.** American Society for Testing Materials, annual meeting, Chalfonte-Haddon Hall.

JULY

3—**France.** Grand Prix Automobile Race.
5- 9—**Southampton, England.** Commercial Car Show.
9-10—**Belgium.** Grand Prix Automobile Race.
17—**Germany.** Grand Prix Automobile Race.
20-22—**Llandrindod, Wales.** Commercial Car Show.

OCTOBER

3- 7—**Washington, D. C.** National Safety Council, meeting.
3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory. W. H. Eisenman, 7016 Euclid Ave., Cleveland, director.
3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with cooperation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society, Wire Association.
13-22—**London, England.** Olympia Show.

N. A. C. C. CARRIES TAX PROTEST TO PRESIDENT HOOVER

(Continued from Page 1)

the secretary of the Treasury has again recommended to the Congress enactment of heavy excise taxes on automobiles, trucks, tires, parts, accessories and gasoline.

"Coming at the moment the members of the automotive industry are making extraordinary efforts to revive business and restore employment, these proposals threaten the success of our entire effort. Prices now have been reduced to a point which it is difficult to sustain.

"The imposition of an excise tax in addition to the possibility of necessary price increases would be a barrier to our trade which we could not wholly overcome.

"The leaders of the motor industry have repeatedly said they would pay their full share of any general taxes which remain necessary after every possible governmental economy. We hope that Federal economy will be pressed to the limit.

"We cannot accept the responsibility for the effect of drastic excise levies upon the four million people who obtain their livelihood from the production, sale and use of motor vehicles. If the facts are as stated we urge you to intervene and recommend against placing this burden upon the motor industry whose executives are straining every energy to get things started for everybody. We appreciate that lawmaking is a function of Congres, but surely the administration should not lend itself to plans which can only defeat the purpose we all desire—a balanced budget."

TRUCK REGULATION SEEN AS THREAT TO SHIPPING ECONOMY

(Continued from Page 1)

door-to-door, non-stop transportation service.

"Changes which have taken place in the nation's distribution system in past years warrant a thorough study of the rules which govern rail operation, and if it is in the public interest to do so, such rules should be lifted that will enable the carriers to operate more efficiently."

RUBBER INDUSTRY CONSIDERS NAMING BISHOP TRADE CZAR

(Continued from Page 1)

After a long discussion of the problems and difficulties confronting the industry, Mr. Bishop was proposed as the man who should assume the post of leadership. The nomination was made partly because his company has a substantial stock interest in the leading rubber companies and partly because of his long banking association with those companies in Ohio.

Representatives of the United States Rubber Company, the Firestone Tire and Rubber Company, the B. F. Goodrich Company, the Goodyear Tire and Rubber Company and most other companies were present. The list of Mr. Bishop's guests follows:

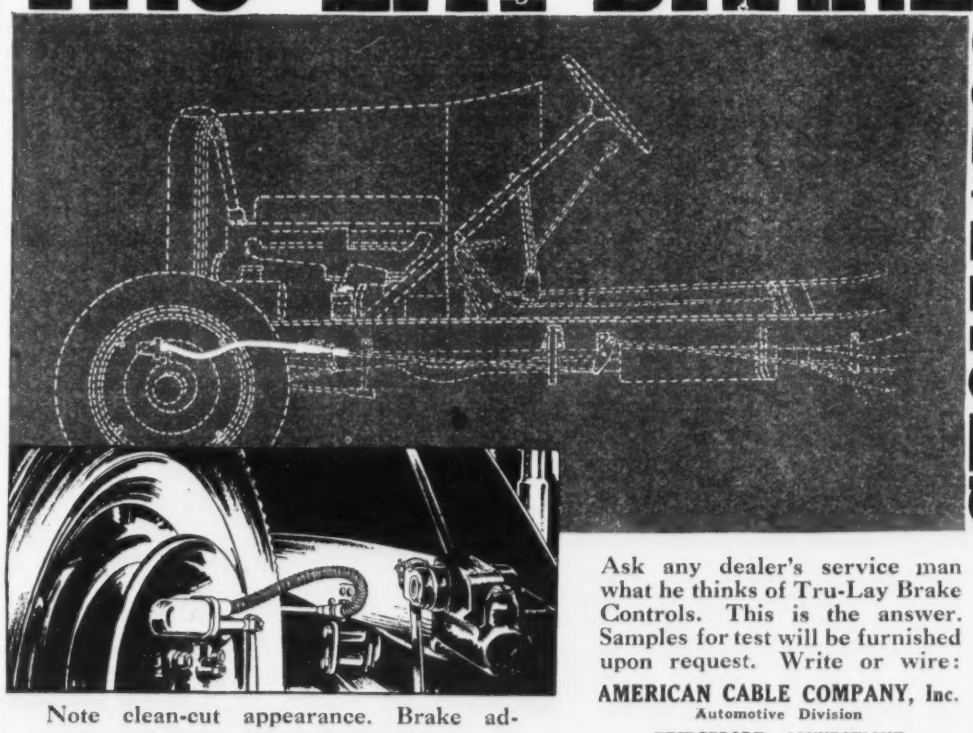
Wilbur M. Baldwin, vice-president, Union Trust Company, Cleveland; Dr. Robert H. Bishop; C. Boriand; Harris Creech, president, Cleveland Trust Company, Cleveland; Francis B. Davis, Jr., chairman, United States Rubber Company; Irenee du Pont, chairman of finance committee, E. I. du Pont de Nemours & Co.; Lamont du Pont, president, du Pont de Nemours & Co.; H. S. Firestone, president, Firestone Tire and Rubber Company; H. S. Firestone, Jr., vice-president, Firestone Plantations Company; A. L. Freedlander, director, Dayton Rubber Manufacturing Company.

Albert A. Garthwaite, vice-president, Lee Rubber and Tire Corporation; E. B. Germain, president, Dunlop Tire and Rubber Corporation of America; Frank H. Ginn, director, Union Trust Company, Cleveland; D. M. Goodrich, chairman, B. F. Goodrich Company; E. B. Green, chairman, executive committee, Cleveland Trust Company; Lee Jackson; W. H. Lailey, president, Kelly-Springfield Tire and Rubber Company; Paul W. Litchfield, president, Goodyear Tire and Rubber Company; H. B. Banton.

Floyd B. Odlum; William O'Neil, president, Genetal Tire and Rubber Company; S. B. Robertson; W. O. Rutherford; Charles W. Seiberling, vice-president, Seiberling Rubber Company; F. A. Seiberling, president, Seiberling Rubber Company; H. G. Smith, second vice-president, tire division, United States Rubber Company; H. B. Stewart; Corliss E. Sullivan, chairman, Central United National Bank, Cleveland; J. W. Thomas, vice-president, Firestone Tire and Rubber Company; A. L. Viles, Rubber Manufacturers Association; R. S. Wilson, vice-president, Goodyear Tire and Rubber Company; George B. Young.

In the past two years the leading rubber companies have been confronted with heavy declines in the price of the crude rubber inventories which they hold. They have also had to face a lessening demand for automobile tires and drastic reduction in the prices for which they can sell their products. The result has been that one or two companies have been forced into receivership, while the profits on nearly all have dwindled.

TRU•LAY BRAKE CONTROLS



Note clean-cut appearance. Brake adjustment remains constant. No rattles or squeaks. Original lubrication good for life of car.

Ask any dealer's service man what he thinks of Tru-Lay Brake Controls. This is the answer. Samples for test will be furnished upon request. Write or wire:

AMERICAN CABLE COMPANY, Inc.
Automotive Division
BRIDGEPORT, CONNECTICUT
3-111 General Motors Building
Detroit, Michigan

An Associate Company of the American Chain Company, Incorporated

ACCO

This is no time to have "All your eggs in one basket"

TAKE ON DE VAUX

A companion franchise means PROFIT *instead of loss -*

IF the market has narrowed on your present line to the point where you are having a hard time meeting overhead—take on De Vaux and get in the profit column.

The De Vaux Franchise requires small capital and very little increase in your present fixed overhead. (These facts substantiated by data in our files.) Yet you will get:

—additional advertising for your whole business;

—increased public interest, in general, and *more floor play* in particular;

—wholesale coverage—cars to fit every prospect's buying-ability (remember—96% of cars sold are priced below $1,000!)

Seasoned dealers are adding De Vaux. Territory is being closed out every day. It's a wise move for you to investigate the clean-cut proposition of Continental-De Vaux.

121 Choice Territories Open

Consider the known money-making possibilities of this point:—No. 58—A New England manufacturing city of 150,000 population, with a population of 475,000 additional in surrounding trade area; approximately 5600 cars of De Vaux price range sold here last year; capital of $17,500 should develop a profitable business.

NEW DE VAUX 80

Prices Start at $795 f. o. b: Factory

Continental-De Vaux Company—a subsidiary of Continental Motors Corporation, builders of the famous "Red Seal" Continental Motor. Plants in Detroit, Grand Rapids, and Muskegon, Mich.

RESOURCES—$28,000,000.00

SEND COUPON

R. H. MULCH, General Sales Manager, Continental-De Vaux Company, Grand Rapids, Michigan

Name.....

Address.....

NO OBLIGATION

Dear Sir: Send me complete details regarding the 1932 De Vaux Franchise.

Now Handling.....

.....ADN-7

AN OPEN LETTER

THE PACKARD ELECTRIC COMPANY

Packard

WARREN, OHIO, U.S.A.

N. A. WOLCOTT
President

To my friends
The Automotive
Manufacturers,
Distributors,
Jobbers and
Dealers:

Wednesday, April 6, the stockholders of The Packard Electric Company met at Warren, Ohio, and voted to affiliate with that great family of automotive producers, General Motors Corporation.

The thought occurs to me that, due to this affiliation, some of you may be under the impression that there will be a change in the policies which have always been evident in the past in your dealings with The Packard Electric Company.

Let me assure you, with all candor, that no such changes are contemplated. Neither will there be a change in the executive personnel.

Obviously, General Motors Corporation is just as much interested now, as the Packard Electric Company has been in the past, in a foresighted policy of furthering the interests of the customer, jobber and dealer. This can only be attained through wise and mutually satisfactory arrangements and policies.

Furthermore, I feel perfectly confident in stating that the Packard franchise in the future will be even more valuable to you than in the past.

With this frank statement in mind, I feel sure you will dismiss the innuendoes of those who may try to profit by this affiliation and go forward with us to the wider markets for which we are all striving.

Yours for a greater industry,

THE PACKARD ELECTRIC COMPANY

W. A. Packard
President

FROM THE PRESIDENT OF THE PACKARD ELECTRIC CO.

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Cam-shaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Make Transmission	No. Spds. For.	Rear Axle Make	Type Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brakes	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Standard Tire Sizes Rear
Austin	400	475	Own	L	4	2.2x3	45.6	7.8	13@3000	G	Hex	Rock	Spic	Own	Til	Gra	Aut	W-G	3	Sal	Sp	5.25	O4M	76.5	75	1210	3.75x18	3.75x18
Autocar A	*12000	3200	Own	L	6	4 x4¾	358.0	38.4	82@2400	G	Per	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	Sp	27.9	LO4IDV*	460	150	5300	20x8.25	20x8.25
Autocar D	*16000	3500	Own	L	6	4 x4¾	358.0	38.4	82@2400	G	Per	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	33.5	LO4IDV*	460	150	5600	20x8.25	20x8.25D
†Autocar SH	*19000	4300	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	44.0	O2IM-T	328	114	6770	34x7	34x7D
†Autocar H	*19000	4100	Own	L	4	4½x5½	350.0	32.4	45@1450	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	48.6	O2IM	328	114	6770	34x7	34x7D
†Autocar HS	*24000	4600	Own	L	4	4½x5½	350.0	32.4	45@1450	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54.3	O2IM	516	114	7600	40x8	40x8D
†Autocar SHS	*24000	4600	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54.3	O2IM-T	516	114	8100	40x8	40x8D
Autocar SCHS	*24000	5100	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	54.3	O4IMV-T	516	157	8130	10x9.75	20x9.75D
Autocar N	*22000	4600	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	41.2	OL4IHV-T	574	174	7990	20x9.75	20x9.75D
Autocar TFA	*28000	6100	Own	L	6	4½x4¾	453.0	48.6	101@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	12	Own	2 R	101.3	LO4IDV	602	192	9360	20x10.50	20x10.50D
Autocar C	*28000	5900	Own	L	6	4½x4¾	453.0	48.6	101@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	51.7	O4IMV-T	516	172	9500	24x10.50	24x10.50D
Autocar FE	*30000	11000	Ster	L	6	5¼x6	780	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	P	NE	Br-L	12	Wis	2 R	89.2	W4IA-T	674	180	12300	24x10.50	24x10.50D
Autocar GE	*45000	12500	Ster	L	6	5¼x6	780	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	P	NE	Br-L	12	Tim	Wo	82.2	W6IA-T	720	198	16300	20x9.75	20x9.75D
Brockway 80 C	* 9500	1215	Con	L	8	3¼x4	214.7	27.3	71@3200	C	G &O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	36.2	CB4IM	248	149	4075	20x6.00	20x6.00D
Brockway 90 C	*11500	1525	Con	L	6	3⅞x4⅝	248.2	27.3	70@3200	C	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4355	20x6.50	20x6.50D
Brockway 92 C	*12500	1800	Con	L	6	3⅞x4⅝	248.2	27.3	70@3200	C	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4430	32x6.00	32x6.00D
Brockway 120 C	*15000	1990	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Tim	Sp	38.5	L4IH	353	156	5500	32x6	32x6D
Brockway 140 C	*17500	2495	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	43.5	L4IHV	386	156	6100	32x6	32x6D
Brockway 141 C	*19500	2935	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.2	L4IHV	380	170	6500	32x6	32x6D
Brockway 170 C	*19500	3180	Con	H	6	4½x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.6	L4IHV	380	170	7100	32x6	32x6D
Brockway 175 C	*19500	3660	Con	H	6	4⅜x4¾	427.5	45.9	100@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Ful	5	Wis	2 R	46.6	L4IHV	380	170	7200	34x7	34x7D
Brockway 195 C	*22000	3820	Con	H	6	4¼x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	52.4	L4IHV	471	170	8100	34x7	34x7D
Brockway 220 C	*25000	4560	Con	H	6	4⅜x4¾	427.5	45.9	100@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	50.7	L4IHV	546	170	8675	36x8	36x8D
Brockway 260 C	*28000	5850	Con	H	6	4½x5¼	501.0	48.6	120@2200	C	G & O	Ful	Spic	Ross	Zen	P	*Aut	Ful	4	Wis	2 R	50.7	L4IHV	546	212	9050	22x10.50	22x10.50D
Chevrolet	½	345	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	3	Own	Sp	13.6	O4IM	101	109	*1880	19x4.75	19x4.75
Chevrolet	1½	575	Own	H	6	3⅛x4¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33.4	O4IM	170	157	3015	30x5	30x5D
Chevrolet	1½	520	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33.4	——	—	131	2700	30x5	32x6
Diamond T 216 B	1½	795	Her	L	6	3⅜x4¼	228.0	27.3	56@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	252	135½	3260	20x6.50B	20x6.50B
Diamond T 216	2	1195	Her	L	6	3⅜x4¼	263.0	29.4	65@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	350	155	4400	20x6.50B	20x6.50DB
Diamond T 303 F	2-2½	1795	Her	L	6	3⅜x4½	298.0	33.7	67@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	Cov	4	Cla	Sp	——	L4IHV-T	350	159¾	5100	20x7.00B	20x7.00DB
Diamond T 551 B	2½-3	2395	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Tim	Sp	——	L4IHV-T	408	168	6000	20x7.50B	20x7.50DB
Diamond T 303 F B	2-2½	2425	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	4	Cla	Sp	——	L4IHV	408	199	6100	20x7.50	20x7.50DB
Diamond T 501 A	3	2650	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Wis	2 R	——	L4IHV-T	408	176½	6400	20x8.25B	20x8.25DB
Diamond T 506 A	3	2950	Her	L	6	4¼x4½	383.0	43.3	85@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	408	184	6400	20x8.25B	20x8.25DB
Diamond T 603	3-4	3395	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	L4IHV-T	499	169	7500	20x9.00B	20x9.00DB
Diamond T 606 B	3-4	3695	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	499	187½	7500	20x9.00B	20x9.00DB
Diamond T 750	4-5	4925	Her	L	6	4⅜x5¼	529.0	51.3	114@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	W4IA	552	178	9300	22x9.75B	22x9.75DB
*Diamond T 801	4	4140	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Br-L	7	Own	Wo	——	L6IHV-T	571	189½	8300	36x8P	36x8P
*Diamond T 1201	6	5600	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	G & O	Cov	Spic Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	190	11000	34x7P	34x7DP
*Diamond T 1602	8	6400	Her	L	6	4⅝x5¼	529.0	51.3	114@2400	G	G & O	Cov	Spic Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	190	11700	36x8P	36x8DP
*Diamond T 1603	8	7500	Wak	L	6	5 x5¾	677.4	60.0	127@2000	G	G & O	Br-L	Spic-Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	194	12500	36x8P	36x8D
Dodge Bros. UF 10	½	375	Own	L	4	3⅝x4¾	196.0	21.0	48@2800	G	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1925	19x5.00	19x5.00
Dodge Bros. F 10	½	445	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1975	19x5.25	19x5.25
Dodge Bros. U 1	¾	490	Own	L	4	3⅝x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2260	20x6.00	20x6.00
Dodge Bros. DA 1	¾	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2360	20x6.00	20x6.00
Dodge Bros. U 1	1	495	Own	L	4	3⅝x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	4	Own	Sp	36.1	O4IH	206	133	2590	20x6.00	32x6
Dodge Bros. DA 1	1	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	4	Own	Sp	33.4	O4IH	206	133	2690	20x6.00	32x6
Dodge Bros. UG 30	1½	525	Own	L	4	3⅝x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	36.9	O4IH	176	131	2490	6.00x20	32x6
Dodge Bros. UG31	1½	550	Own	L	4	3⅝x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	36.1	O4IH	176	131	2640	20x6.00	36x6
Dodge Bros. G 30	1½	585	Own	L	6	3¼x4¼	211.5	25.3	60@3100	—	—	—	—	—	—	P	—	—	—	—	—	—	4HI	—	131	2560	20x6.00	32x6
Dodge Bros. UF 30	1½	595	Own	L	4	3⅝x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	187	136	2581	20x6.00	32x6
Dodge Bros. G 31	1½	610	Own	L	6	3¼x4½	211.5	25.3	60@3100	—	—	—	—	—	—	P	—	—	4	—	—	—	4HI	—	157	2710	20x6.00	32x6
Dodge Bros. UF 31	1½	670	Own	L	4	3⅝x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	229	165	2757	20x6.00	32x6
Dodge Bros. F 30	1½	695	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	187	136	2631	20x6.00	32x6
Dodge Bros. F 31	1½	770	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	229	165	2807	20x6.00	32x6
Dodge Bros. F 35	1½	1425	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	140	3780	20x6.00	20x6.00D
Dodge Bros. F 36	1½	1485	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	165	3972	20x6.00	20x6.00D
Dodge Bros. G 43	2	795	Own	L	6	3¼x4⅜	——	25.3	73@3200	—	—	—	—	—	—	P	—	—	5	—	Sp	—	4HI	229	136	3000	20x7.00	20x7.00D
Dodge Bros. G 44	2	825	Own	L	6	3¼x4⅜	——	25.3	73@3200	—	—	—	—	—	—	P	—	—	5	—	Sp	—	4HI	229	165	3000	20x7.00	20x7.00D
*Dodge Bros. F 40	2	1995	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	150	5173	20x6.50	20x6.50D
*Dodge Bros. F 41	2	2085	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	165	5211	20x6.50	20x6.50D
Dodge Bros. F 42	2	2185	Own	L	6	3⅝x5	309.6	31.5	75@3200	C	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	50.0	O4IH-T	229	136	5311	20x7.00	20x7.00D
Dodge Bros.	3	1515	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	135	4235	32x6	32x6D
Dodge Bros.	3	1565	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	165	4520	32x6	32x6D
Dodge Bros.	3	1615	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Fed	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	185	4715	32x6	32x6D
Dodge Bros. F 60	3	2645	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	2 R	56.6	O4IH-T	416	146	5543	32x6	32x6D
*Dodge Bros. F 61	3	2575	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48.8	O4IH-T	416	170	5783	32x6	32x6D
*Dodge Bros. F 62	3	2695	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48.8	O4IH-T	416	195	5901	32x6	32x6D
Dodge Bros G 80	4	5250	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	Own	Sp	69.6	DR	Own	5	B4IA-T	650	146	7640	20x9.75	20x9.75D
Dodge Bros. G 81	4	5285	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	Own	Sp	69.6	DR	Own	5	B4IA-T	650	170	7840	20x9.75	20x9.75D
Dodge Bros. G 82	4	5350	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	Own	Sp	69.6	DR	Own	5	B4IA-T	650	195	8040	20x9.75	20x9.75D
Dodge Bros G 83	4	5415	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	Own	Sp	62.7	DR	Own	5	B4IA-T	650	220	8400	20x9.75	20x9.75D
Essex Com.	¾	435	Own	L	6	2¾x4½	163.0	18.2	55@3300	C	Har	Own	Spic	Gem	Mar	Vac	Aut	Own	3	Own	Sp	5.40	4M	—	110½	1970	20x5	20x5.50
Federal D 3	*1½	670	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L4IH	377	130	3225	20x6.00	32x6
Federal E 3	*1½	695	Con	L	6	3⅜x4	215.0	27.3	72@3400	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L4IH	377	130	3225	20x6.00	32x6
Federal F 7	*1¾	1325	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Gem	Zen	P	DR	Own	4	Tim	Sp	29.2	L4IH	413	132	3765	30x5	30x5D
Federal F 8	*1¾-2	1425	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Gem	Zen	P	DR	Own	4	Tim	Sp	34.0	L4IH	438	132	3865	30x5	30x5D
Federal A 6	*2	1695	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Cla	Sp	38.5	L4IH	450	151	4580	32x6	32x6D
Federal A 6 T	*2½	1995	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Sp	47.1	L4IHV	659	151	5110	32x6	32x6D
Federal A 6 T W	*2½	2130	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Sp	52.9	L4IHV	659	151	5110	32x6	32x6D
Federal T 3 W	*2½	1595	Wau	L	4	4 x5	251.0	25.6	50@2000	G	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Wo	36.3	L4IH	575	148	5110	32x6	36x8
Federal T 8 W F	*2½	1795	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Wo	38.8	L4IHV	659	148	5400	32x6	32x6D
*Federal D 2 S W	*2½-3	1050	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	140	3925	20x6.00	32x6
*Federal E 2 S W	*2½-3	1150	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	145	3975	20x6.00	32x6
*Federal D 2 D	*2½-3	1350	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	140	4235	20x6.00	32x6
*Federal E 2 D	*2½-3	1450	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	145	4310	20x6.00	32x6
Federal T 10 B	*2½-3	2550	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.5	L4IHV	659	165	6550	34x7	34x7D
Federal T 10 W	*2½-3	2635	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.0	L4IHV	659	165	6550	34x7	34x7D
Federal T 10 D R	*2½-3	2685	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	2R	45.6	L4IHV	659	165	6550	34x7	34x7D
Federal U 6	*3½	3860	Con	H	6	4½x4¾	381.0	40.8	85@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	64.6	L4IHV	767	165	7420	36x8	36x8D
Federal U 6 D R	*3½-4	3860	Con	H	6	4½x4¾	381.0	40.8	85@2200	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Br-L	7	Tim	2R	69.6	L4IHV	767	165	7420	36x8	36x8D
*Federal A 6 S W	*4	2195	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Cla	Sp	38.5	L6IHV	675	164	5620	32x6	32x6D
Federal C 7	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	75.2	L4IHV	866	195	9550	20x9.75	20x9.75D
Federal C 7 W	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	W	78.0	L4IHV	866	195	9550	20x9.75	20x9.75D
Federal C 8	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	75.2	L4IA	921	195	9650	20x9.75	20x9.75D
Federal C 8 W	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	Wo	78.0	L4IA	921	195	9650	20x9.75	20x9.75D
Federal X 8	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Gem	Zen	Vac	AB	Br-L	7	Tim	Wo	111.0	T21MV	603	162	9750	36x6S	40x14S
Federal X 8 D R	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Gem	Zen	Vac	AB	Br-L	7	Tim	2R	106.0	T21MV	603	162	9750	36x6S	40x14S
Federal X 8 R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	111.0	T21MV	462	162	10475	40x8	40x8D
Federal X 8 R D R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	2R	106.0	T21MV	462	162	10475	40x8	40x8D
Ford AA	1½	495	Own	L	4	3⅞x4¼	200.5	24.0	40@2200	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	S-T	42.2	O4IM	358	131½	*2866	20x6.00B	32x6
Ford AA	1½	525	Own	L	4	3⅞x4¼	200.5	24.0	40@2200	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	S-T	42.2	O4IM	358	157	2738	20x6.00B	32x6
General Motors T-15	*6500	645	Own	L	6	3⅛x3⅞	200.3	26.3	60@3000	C	Long	Own	Mec	Sag	Mar	P	DR	Own	3	Own	Sp	16.1	B4IM	308	130	2625	20x5.50B	20x5.50B
General Motors T-18	*8200	595	Own	L	6	3⅛x3⅞	200.3	26.3	66@3200	C	Long	Own	Own	Sag	Mar	P	DR	Own	4	Own	Sp	35.7	O4IM	361	131	2800	30x5P	32x6P
General Motors T-19	*10000	745	Own	L	6	3⅛x3⅞	200.3	26.3	66@3200	C	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	40.7	B4IM	377	140	3110	20x5.50B	32x6P
General Motors T-25	*9000	1200	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	29.6	B4IM	377	130	3375	20x6.00B	20x7.50B
General Motors T-26	*11000	1210	Own	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	35.7	B4IM	427	130	3685	20x6.50B	20x8.25B
General Motors T-30	*12500	1545	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	28.6	B4IM	452	141	4490	30x5P	30x5DP
General Motors T-31	14000	1695	Own	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	35.5	B4IM	524	141	4695	32x6P	32x6DP
General Motors T-42	*15000	1845	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	33.4	B4IM	524	141	4725	32x6P	32x6DP
General Motors T-44	*16000	1935	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	40.9	B4IM	524	141	5005	32x6P	32x6DP
General Motors T-45	*16000	1865	Own	H	6	3⅛x4⅝	257.5	28.3

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(Continued from Page 8)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Transmission Make	No. Spds. For.	Rear Axle Make	Rear Axle Type	Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brakes	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Rear
Indiana 170	*17000	3160	Con	H	6	4½x4¾	380.9	40.8	89@2400	C	G &O	Br-L	Spic	Ross	Str	P	Aut Br L		4	Wis	2R	46.6	L4IHV	380	170	7100	32x6	32x6D
Indiana 175	*17500	3660	Con	H	6	4⅜x4¾	427.5	45.9	100@2400	C	G &O	——	Spic	Ross	Str	P	Aut —		5	Wis	2R	45.3	L4IHV	380	170	7200	34x7	34x7D
Indiana 195	*19500	3820	Con	H	6	4½x4¾	380.9	40.8	89@2400	C	G &O	Br-L	Spic	Ross	Str	P	Aut Br L		4	Wis	2R	49.5	L4IHV	471	170	8100	34x7	34x7D
Indiana 230	*22000	4560	Con	H	6	4⅜x4¾	427.5	45.9	100@2400	C	G &O	Br-L	Spic	Ross	Str	P	Aut Br L		4	Wis	2R	50.7	L4IHV	546	170	8400	36x8	36x8D
Indiana 250	*25000	5950	Con	H	6	4⅜x4¾	427.5	45.9	100@2400	C	Long	Br-L	Spic	Ross	Str	P	Aut Br-L		4	Tim	Wo	63.7	LT4IHV	664	182	10000	40x8	40x8D
Indiana 290	*30000	7250	Con	L	6	4¾x5¾	611.4	54.1	116@1800	C	Long	Br-L	Spic	Ross	Str	P	L-N Br		7	Tim	Wo	95.0	T4IA	676	182	10750	38x7P	40x14S
*Indiana 640	*40000	9700	Con	L	6	4¾x5¾	611.4	54.1	116@1800	C	Long	Br-L	Spic	Ross	Str	P	L-N Br		7	Tim	Wo	90.9	T4IA	864	212	14000	38x7P	36x10S
International A 1	¾	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR W-G		4	Own	Sp	39.5	BE4IM	212	136	2930	5.50x20	5.50x20
International A 2	1½	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR W-G		4	Own	Sp	39.5	BE4IM	212	136	*2935	6.00x20	6.00x20
International A 2	1½	665	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR Mec		4	Own	Sp	47.3	BE4IM	212	136	2960	6.00x20	6.00x20
International A L 3	1½	1450	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Own	Mec	Ross	Zen	Vac	DR W-G		4	Own	Sp	42.9	B4IM	295	138	4032	20x6.00	20x6.00D
International A 3	1½	795	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mo..	Rock	Mec	Ross	Zen	P	DR W-G		4	Own	Sp	33.8	BE4IM	287	136	3500	6.00x20	6.00x2.
International A 3½	1½	1250	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Rock	Mec	Ross	Zen	P	DR W-G		4	Own	Sp	34.9	BE4IM	302	136	3700	6.00x20	6.00x20D
International A 4	2	1750	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR Own		5	Own	Sp	47.8	BE4IH*	378	145	5221	32x6	32x6D
International A 5	3	2350	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR Own		5	Own	Sp	52.6	BE4IM*	430	156	6120	34x7	34x7D
International A 6	3	2675	Own	H	6	3⅝x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR Own		5	Own	Sp	62.5	BE4IM*	430	156	6120	34x7	34x7D
International W 1	2½	3850	Hall	H	4	4¼x5½	312.0	28.9	59@2000	G	Own	Own	Own	Own	Zen	Vac	RB Own		5	Own	2R	60.5	BE4IM	710	148	8300	36x8S	36x8S
International W 2	3½	4850	Hall	H	4	4¾x5½	390.0	36.1	69@2000	G	Own	Own	Own	Own	Zen	Vac	RB Own		5	Own	2R	70.5	BE4IM	794	160	10125	36x6S	40x12S
International A 7	5	6200	Own	H	6	4½x5½	525.0	48.6	117@2200	G	Mod	Rock	Mec	Ross	*Zen	P	DR Own		5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
International A 8	5	6300	Own	H	6	5 x5½	650.0	60.0	136@2100	G	Mod	Rock	Mec	Ross	*Zen	P	DR Own		5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
La France Rep. A 1	* 6000	795	Lyc	L	6	3 x4¾	201.5	21.5	60@2500	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful		4	Tim	Sp	36.1	L4IH	378	132	3000	20x5.50	32x6
La France Rep. C 1	* 7500	1295	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful		4	Tim	Sp	35.8	L4IH	413	144	3300	20x6.00	32x6
La France Rep. C 2	*10000	995	Lyc	L	6	3¼x4½	224.0	25.3	61@2800	G	Per	Borg	Spic	Han	Zen	P	Aut Ful		4	Tim	Sp	35.9	L4IH	—	150	——	20x6.00B	20x6.00DB
La France Rep. D 1	* 9000	1595	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful		4	Tim	Sp	37.9	L4IH	448	144	3725	30x5	30x5D
La France Rep. D 2	*11500	1295	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Per	Borg	Spic	Han	Zen	P	Aut Ful		4	Tim	Sp	37.9	L4IH	—	162	——	20x6.50B	20x6.50DB
La France Rep. E 1	*13000	1985	Bud	L	6	3½x4½	260.0	29.5	69@2600	G	Per	Borg	Spic	Ross	Zen	Vac	Aut Ful		4	Tim	Sp	47.0	L4IHV	578	162	5000	20x7.50	20x7.50D
La France Rep. F 3	*15000	2395	Lyc	L	6	3¾x4½	299.0	33.7	80@2500	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		4	Tim	Sp	50.6	L4IHV-T	656	174	5625	34x7	34x7D
La France Rep. H 2	*16000	2985	Lyc	L	6	3⅞x5	354.0	36.0	85@2300	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		4	Wis	2R	41 6	L4IHV	658	174	6370	34x7	34x7D
La France Rep. H 3	*18000	3395	Bud	L	6	4⅛x4¾	393.0	42.1	94@2400	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		4	Tim	2R	54.0	L4IHV-T	768	179	7450	20x9.75B	20x9.75DB
La France Rep. M 2	*20000	4000	Wak	L	6	4⅜x5⅛	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		5	Wis	2R	51.0	L4IHV	768	174	7500	36x8	36x8D
La France Rep. M 3	*22000	4750	Wak	L	6	4⅜x5⅛	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		5	Tim	2R	62.5	L4IHV-T	768	191	8300	20x10.50B	20x10.50DB
La France Rep. 35-2	*24000	5600	Wak	L	6	4½x5¾	549.0	48.6	98@1850	G	Own	Ful	Spic	Ross	Zen	P	Aut Ful		4	Wis	2R	45.4	L4IHV	870	174	9250	38x9	38x9D
La France Rep. 35-3	*28000	5900	Wak	L	6	4⅝x5⅛	517.0	51.0	100@1800	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful		12	Tim	2R	111.5	W4IA-T	1054	191	10300	24x10.50B	24x10.50DB
La France Rep. Q 4	*30000	8500	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR Br-L		4	Tim	2R	Opt	W4IA	—	Opt	12750	24x10.50B	24x10.50DB
La France Rep. Q 6	*40000	11000	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR Br-L		4	Tim	4R	Opt	W6IA-T	—	Opt	14900	20x10.50B	20x10.50DB
††Mack B L	——	2500	Own	L	6	3¼x5	248.9	25.3	63@2800	G	Own	Own	Spic	Gem	Str	Vac	NE Own		4	Tim	Sp	Opt	L4IH	302	148	*4450	20x6.00B	20x6.00DB
††Mack B G	——	3000	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	Sp	Opt	O41V	415	156	5200	32x6	32x6D
††Mack A B	——	4350	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	2 R	Opt	O41V	471	146½	7100	34x7	34x7D
Mack A B	——	4000	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	Ch	Opt	O41V	471	146½	6850	34x7	34x7D
Mack A B	——	4500	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	2 R	Opt	O41V	471	146½	7050	34x7	34x7D
††Mack A B	——	4150	Own	L	6	3⅝x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	Ch	Opt	O41V	471	146½	6850	34x7	34x7D
††Mack B C	——	5250	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	2 R	Opt	O41V	471	154	8350	36x8	36x8D
††Mack B C	——	5500	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	Ch	Opt	O41V	610	154	8500	36x8	36x8D
††Mack B J	——	6150	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	2 R	Opt	O41V	567	168½	10100	36x8	36x8D
††Mack A K	——	5150	Own	L	4	5 x6	471.2	40.0	77@1800	G	Ow..	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	O41V	492	162	9800	36x5S	36x5DS
††Mack A K	——	5250	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	2 R	Opt	O41V	492	162	9700	36x5S	36x5DS
††Mack A C	——	4950	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	OJXM	194	156	9500	36x5S	40x5DS
††Mack A K	——	6450	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE Own		4	Own	2 R	Opt	O41V	492	174	10950	22x10.50B	22x10.50DB
††Mack A C	——	5500	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	OJXM	194	156	10100	36x6S	40x6DS
††Mack A C	——	6550	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE Own		4	Own	Ch	Opt	O41V	492	174	11950	24x10.50B	24x10.50DB
††Mack A C	——	6000	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	OJXM	194	156	10450	36x7S	40x7DS
††Mack A P	——	9500	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	O21V	287	191	12200	36x7S	40x8DS
††Mack A K 6—6 wheel	——	9500	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	2 R	Opt	O6IA	574	152-52	16300	9.75x22B	5.75x22DB
††Mack A C 6 wheel	——	7650	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	ORIV	574	125-52	13800	36x6S	40x12S
††Mack A C 6—6 wheel	——	9000	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own		4	Own	Ch	Opt	O6IA	574	145-52	14950	40x8	40x8D
Mack A P 6 wheel	——	11800	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	Ch	Opt	O6IA	574	145-52	15250	40x8	40x8D
††Mack A P 6 wheel	——	12000	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own		4	Own	2 R	Opt	O6IA	574	145-52	——	22x9.75B	22x9 75B
Pierce-Arrow 13S	2	3150	Own	L	8	3½x5	385.0	39.2	125@2800	C	Long	Long	Cle	Han	Str	P	DR Br-L		4	Tim	Sp	33.5	B4IM-T	399	160	6000	20x8.25B	20x8.25DB
Pierce-Arrow 12T	2-2½	3000	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cla		4	Tim	Sp	34.3	B4IM	399	150	5625	20x7.50B	20x7.50DB
Pierce-Arrow 14T	2½	3000	Her	L	6	3¾x4½	298.0	33.7	70@2600	G	Long	Long	Cle	Han	Zen	P	DR Cla		4	Tim	Sp	40.0	B4IM	399	150	5725	20x8.25B	20x8.25DB
Pierce-Arrow 15T	2½	3200	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Sp	34.4	B4IM	399	180	5800	20x8.25B	20x8.25DB
Pierce-Arrow 18W	3-4	4150	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Wo	41.9	B4IA-T	473	150	6660	20x9.00B	20x9.00DB
Pierce-Arrow 18R	3-4	Prices	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR Br-L		4	Tim	Wo	28.6	B4IA	473	150	6860	20x9.00B	20x9.00DB
Pierce-Arrow 21R	3½	to be	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Br-L		4	Tim	Wo	36.0	B4IA	473	150	7050	20x9.75B	20x9.75DB
Pierce-Arrow 24X	4-5	5400	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Wo	40.2	T4IA	618	150	9250	20x10.50B	20x10.50DB
Pierce-Arrow 24M	4-5	an-	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Tim	Wo	39.9	T4IA-T	618	150	10200	20x10.50B	20x10.50DB
Pierce-Arrow 28X	5½	n'nced	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 28M	5½	in a	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Own	Wo	52.5	TO4IA	720	160	11600	24x10.50B	24x10.50DB
Pierce-Arrow 28Y	5½	5950	Her	L	6	4⅝x4¾	479.0	51.3	104@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 34K	5½	future	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Own	Wo	42.0	TO4IA	720	170	11675	24x10.50B	40x8DS
Pierce-Arrow 75M	—	issue	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Own	Wo	51.9	TO4IA	720	190	12750	24x10.50B	24x10.50DB
Pierce-Arrow 24T	*24000	——	Her	L	6	4½x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Sp	48.1	B4IM	399	150	5725	20x8.25	20x8.25D
Pierce-Arrow 35R	*35000	——	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR Br-L		4	Tim	Wo	47.8	B4IA	473	150	7050	20x9.75	20x9.75D
Pierce-Arrow 45X	*45000	——	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Wo	57.2	T4IA	618	160	9300	20x10.50	20x10.50D
Pierce-Arrow 34L	*34000	——	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov		4	Tim	Wo	49.0	T6IA	1022	200	13200	20x9.75	20x9.75D
Pierce-Arrow 44K	*44000	——	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Tim	Wo	47.2	T6IA	1022	200	14500	20x10.50	20x10.50D
Pierce-Arrow 34K	*34000	——	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own		4	Tim	Wo	40.6	T6IA	1022	200	14200	20x9.75	20x9.75D
Reo 1 A	1½	625	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR Cla		4	Cla	Sp	37.1	L4IH	230	136	2930	20x6.00	32x6
Reo 1 B	1½	725	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR Cla		4	Cla	Sp	33.6	L4IH	230	136	2970	20x6.00	32x6
Reo 1 C	1½	665	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR Cla		4	Cla	Sp	37.1	L4IH	230	160	3020	20x6.00	32x6
Reo 1 D	1½	765	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR Cla		4	Cla	Sp	37.1	L4IH	230	160	3060	20x6.00	32x6
Reo D F X	1½	1095	Own	L	6	3⅜x5	268.3	27.3	85@3200	C	Own	Long	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	34.1	L4IH	289	135	3200	20x6.00	20x6.00
Reo F A X	2	1295	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	34.3	L4IH	289	137	3525	20x6.00	32x6
Reo F E X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	34.3	L4IH	289	152	3200	20x6.00	32x6
Reo F F X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	34.3	L4IH	289	156	3525	20x6.00	32x6
Reo F H X	2½	1595	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	37.7	L4IH	289	142	3750	32x6	32x6D
Reo F C X	2½	1645	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	37.7	L4IH	289	152	4165	32x6	32x6D
Reo F D X	2½	1745	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	37.7	L4IH	289	168	4075	32x6	32x6D
Reo G A	3	2035	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	40.5	L4IH-T	344	163	4625	32x6	32x6D
Reo G C	3	2140	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	40.5	L4IH-T	344	179	4850	32x6	32x6D
Reo G D	3	2085	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	78.1	L4IH-T	344	144	4650	32x6	32x6D
Reo G C S	3	2375	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	McC	Br-L	Cle	Ross	Sch	Vac	DR Own		4	Own	Sp	40.5	L4IH	344	210	5300	32x6	32x6D
Reo 4-H	4	2800	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR Own		4	Cla	Sp	42.4	L4IHV-T	390	150	6150	8.25x20	9.00x20B
Reo 4-J	4	2875	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR Own		4	Cla	Sp	42.4	L4IHV-T	390	170	6280	8.25x20	9.00x20B
Reo 4-K	4	2950	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	McC	Long	Cle	Ross	Sch	P	DR Own		4	Cla	Sp	42.4	L4IHV-T	390	190	6395	8.25x20	9.00x20B
Stewart 30	1	695	Lyc	L	4	3¾x4½	199.0	22.5	50@2600	G	Fed	Borg	Spic	Ross	Str	P	DR W-G		4	Sal	Sp	35.1	B4IM	257	130	*3158	20x6.50	20x6.50
Stewart 30 X	1	795	Lyc	L	6	3 x4¾	201.5	23.8	60@2800	G	Fed	Borg	Spic	Ross	Str	P	DR W-G		4	Sal	Sp	35.1	B4IM	257	130	3199	20x6.50	20x6 50
Stewart 40 X A	1½	995	Lyc	L	6	3¼x4½	224.0	25.3	62@2600	G	Fed	Borg	Spic	Ross	Zen	P	DR W-G		4	Sal	Sp	35.1	B4IM	257	145	3574	20x6.50	20x6 50D
Stewart 50X	2	1195	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Fed	Borg	Spic	Ross	Zen	P	DR W-G		4	Cla	Sp	35.1	B4IM	257	145	4165	20x6.50	20x6.50DB
Stewart 29 X S	2	1695	Lyc	L	6	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful		4	Cla	Sp	44.1	B4IM	307	145	5194	20x7.00	20x7.00D
Stewart 32 X	2½	1990	Lyc	L	6	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful		4	Cla	Sp	46.1	B4IM	348	165	6552	20x7.00	20x7.00D
Stewart 58-8	2½	2390	Lyc	L	8	3¾x4½	322.0	36.5	100@2800	G	Fed	Ful	Spic	Ross	Str	P	DR Ful		4	Cla	Sp	46.1	B4IM	348	170	6170	20x7.50	20x7.50DB
*Stewart 18 X	3	2690	Lyc	L	6	3⅞x5	310.0	36	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful		4	Tim	Wo	48.1	B4IMV	452	165	6245	20x7.50	20x7.50D
Stewart 48-8	3	2990	Lyc	L	8	3¾x4¾	420.0	45.0	130@2800	G	Fed	Br-L	Spic	Ross	Str	P	DR Br-L		4	Cla	Sp	46.1	B4MV	348	170	6750	8.25x20B	8.25x20DB
Stewart 19 X	3½	3690	Lyc	L	6	3⅞x5	354.0	36.2	90@2750	G	Mod	Ful	Spic	Ross	Str	P	DR Ful		12	Tim	Wo	105.1	B4IM	452	165	7474	20x9.00	20x9.00D
Stewart 38-8	3½	3990	Lyc	L	8	3¾x4¾	462.0	45.0	130@2800	G	Fed	Borg	Spic	Ross	Str	P	DR Br-L		12	Tim	2R	105.1	B4IMV	452	170	7964	20x9.00	20x9 00D
Stewart 38-6	3½	3990	Wak	L	6	4⅜x5⅛	420.0	45.9	100@2000	G	Fed	Borg	Spic	Ross	Str	P	DR Br-L		12	Tim	2R	105.1	B4IMV	452	170	7964	20x9.00	20x9 00D
Stewart 31 X	5	5190	Wak	L	6	4⅝x5⅛	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR Br-L		12	Tim	Wo	105.1	B4IMV	564	165	9885	20x9.75	20x9.75D
Stewart 27 X S	7	6190	Wak	L	6	4⅝x5⅛	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR Br-L		12	Tim	Wo	105.1	W4I	759	165	10762	24:10.50	24x10.50D
Studebaker	1½	695	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	McC	Long	Spic	Ross	Str	P	DR WG		4	Cla	Sp	36.2	B4IM	231	130	3110	20::6.00	32x6
Studebaker	1½	775	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	McC	Long	Spic	Ross	Str	P	DR WG		4	Cla	Sp	36.2	B4IM	231	165	3225	20: 6.00	32x6
Studebaker	2	895	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	McC	Long	Cle	Ross	Str	P	DR WG		4	Tim	Sp	43.5	B4IM	284	141	3930	20:6.50	20x6.50D
Studebaker	2	920	Own	L	6	3¼x4⅝	230

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, successes, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

CHRYSLER SALESMEN ARE TOLD REPEAT CONTACTS BEST

By CLIFF KNOBLE
Advertising Director Chrysler

There are more than 10,000 Chrysler salesmen selling at retail.

If just 1,000 of these men will pledge themselves to follow a suggestion, they will become the best paid group of automobile salesmen in the world, and will sell close to 100,000 cars per year.

I never knew a salesman with any ambition at all, who was not eager to know how to sell more automobiles. There is a way to do it. It is so simple and obvious that it seems almost every salesman should be employing it. But they don't. Only a few do. But those few are the outstanding successes in retail automobile selling. Any salesman can follow this method. All he has to do is to do it. Many will not, because it requires effort and determination. But to repeat what I said at the beginning of this writing—we want 1,000 men to pledge themselves to make the effort, and if 1,000 men will do so, they will become the best paid group of automobile salesmen in the world, and will sell an average of from sixty to 100 cars per year.

Now for the plan.

Our records show that 40 per cent. of all Chrysler sales are made to former owners.

This means that out of 300 owners, 120 will again buy Chryslers.

We say it is possible to raise this percentage to 60 per cent., because one of our competitors does resell 60 per cent. of their former owners, and there is no reason why we shouldn't do as well or better.

If we did as well, then out of 300 Chrysler owners, 180 could be depended upon to buy again.

Therefore, our first conclusion is that if you provide yourself with a list of 300 present Chrysler owners you will have in that number a group of 180 prospects.

Statistics show further that approximately 80 per cent. of these prospects will buy new cars within from one to three years—the majority of them in the second year. Eighty per cent. of 180 prospects is 144. So the law of averages indicates that out of your 300 owners, 144 should buy new Chryslers within three years, or an average of forty-eight sales per year.

Let me repeat again that 40 per cent. of Chrysler owners again buy Chryslers. Do you know of an easier way of increasing sales 20 per cent. than by raising this percentage of resales to the level maintained by one of our competitors?

The wonder is not that our competitor has done it. There is no trick or mystery about how it can be done. It is just as easy as rolling off a log. It is merely a matter of maintaining friendly contact with your clients.

One of the most serious faults of this business is the lack of contact with owners. And that fault is serious—much more than you possibly imagine. Every day we hear owners say that after the purchase of their car they never heard a word from the salesman who sold them or the firm he represented. Personally, I have owned motor cars for eighteen years and in all that time was approached by just one salesman, and he represented a competitor of the car I owned. This is no laughing matter. It's true. We do not contact our owners. And our owners represent the most fruitful source of sales it would be possible for us to cultivate. It is only because we do not do so that we resell only 40 per cent. instead of 60 per cent. So, obivously, the way to increase our percentage is to increase our contacts with those who are already our clients.

Our salesmen don't always realize how well situated they are. If you were a doctor or lawyer starting to build a clientele you would expect to win a number of clients whom, by intelligent and conscientious service, you would retain and continue to serve indefinitely. You could do exactly the same thing in your business. But you have an additional advantage which the doctors and lawyers do not have. You can go out after new business—new clients. And you can make your clientele just as big as your efforts justify.

But let's get back to the main point.

You want to make more sales.

Eighteen men, whose names and records we know, are following this method, and they are among the most successful retail salesmen in the whole United States.

If you are not one of these eighteen men, you must respect their success, and surely would be more than willing to try the plan which has carried these men to the top of their profession.

There must be thousands of you who will eagerly and earnestly adopt this method. But will you, personally, be one of the first thousand to enroll your name and pledge yourself to carry out the details of this simple plan?

Here's what you will have to do:

In co-operation with your employer, secure a list of names of present Chrysler owners in your territory. The number should be governed by how hard you are willing to work, and by the number of sales you want to make, as indicated by the formula given in preceding paragraphs.

Thus, if you feel that you are capable of raising the percentage of sales from 40 per cent. to 60 per cent., by intelligent and persistent contact with your owners, you can feel reasonably certain that a list of 300 owners will provide you an average of forty-eight sales per year over the next three years.

You must pledge yourself to make at least one personal contact per month with each of these owners, and under no circumstances fail to see him for personal conversation at least every sixty days.

You must pledge yourself to make a serious study of the new developments in your cars, information that would be of service to owners, news and special information which your employer is anxious to disseminate, and endeavor to present it in an interesting, attractive way to the owners on whom you call.

You must pledge yourself to cooperate in factory programs adopted by your employer, which call for personal contacts with owners.

You must pledge yourself to learn as much as you can about your employer's business, so that you can be an able, personal representative of any department, whether it be new or used car sales, accessory sales or service, and thus be able to intelligently inform your client on any requirements connected with his ownership of your car.

You must pledge yourself to make a study of other subjects on which you could be of service to your client, such as automobile insurance, traffic laws, points on the care of the car, etc. Not for the sake of being a walking encyclopedia of information, but in order to be useful and helpful when the need presents itself.

If you will do these things and will say so—and will mean what you say—we want to enroll you as one of the first thousand. There may be a second thousand or even a third thousand, but it is the first thousand whose names we want now.

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(Continued from Page 9)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Make Transmission	No. Spds. For.	Rear Axle Make	Rear Axle Type	Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brakes	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Standard Tire Sizes Rear
White 630 A	*22000	5000	Own	H	6	4 x5¼	396.0	38.4	100@2100	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Own	Sp	41.4	L4IHV	553	163	8500	20x9.00B	20x9.00DB
White 641	*24000	6450	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	46.9	O4IA	585	180	9700	20x9.75B	20x9.76DB
*White 630 SW200	*24000	6280	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Tim	Wo	44.2	OTIHV	514	193	10000	20x8.25B	20x8.25DB
White 631	*24000	5750	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR	Own	4	Own	2R	56.9	O4IHV	585	168	9000	20x9.25B	20x9.25DB
White 643	*32000	6950	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	66.5	O4IA	623	180	10900	24x10.50B	24x10.50DB
*White 642 SW310	*34000	8045	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Tim	Wo	55.6	OTIA	588	198	12670	20x9.00B	20x9.00DB
White 642	*28000	6750	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	2R	66.5	O4IA	623	180	10600	24x9.75B	24x9.75DB
White 58 SS	*30000	5300	Own	L	4	4¼x5¾	326.0	28.9	54@1600	G	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Own	Wo	77.6	OPXM	224	196	9300	24x10.50B	24x10.50DB
*White 643 SW410	*40000	8570	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N	Own	4	Tim	Wo	69.1	OTIA	588	198	14400	40x8	40x8D
Willys-Overland 6-C-113	½	415	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	Own	3	Own	Sp	12.4	B4IM	143	113	1923	20x5.50	32x6
Willys-Overland 6-C-131	1½	595	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	W-G	4	Cla	Sp	40.8	B4IM	235	131	2625	20x5.50	32x6
WillysOverland 6-C-157	1½	635	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut	W G	4	Cla	Sp	40.8	B4IM	235	157	2900	19x5.00	19x5.00

GENERAL NOTATIONS

***†REFERENCE MARKS** apply to individual lines only and explanations are given under the subdivision for each company in the "SPECIAL NOTATIONS."

CAPACITIES given in this table are in tons or fractions of tons. *Shows maximum allowable gross weight in pounds.

ENGINE—Bud, Buda; Con, Continental; Her, Hercules; Lyc, Lycoming; Pont, Pontiac; Wak, Waukesha; Wis, Wisconsin; Hall, American Car & Foundry; Ster, Sterling Engine Co.

VALVE ARRANGEMENT—L, 'L" head; H, in head; O, overhead; S, sleeve.

TYPE OF CAMSHAFT DRIVE—G, ...ar; C, chain.

RADIATOR MAKE—G&O, G & O Mfg. Co.; Per, Perfex Corp.; Long, Long Mfg. Co.; Har, Harrison Radiator Corp.; Fed, Fedders Mfg. Co.; McC, McCord Radiator & Mfg. Co.; Mod, Modine Mfg. Co.; Hex, Hexcel Radiator Co.

CLUTCH MAKE—Jon, Jones Clutch & Gear Co.; Ful, Fuller & Sons Mfg. Co.; Borg, Borg & Beck Co.; Br-L, Brown Lipe Gear Co.; Rock, Rockford Drill & Machine Co.; Cov, Covert Gear Co.; Long, Long Mfg. Co.; Detr, Detroit Gear & Machine Co.; Mer, Merchant & Evans; Hel, Merchants & Evans.

UNIVERSALS MAKE — Spic, Spicer Mfg Co.; Blo, Blood Bros. Machine Co.; Sup, Superior Universal Products; Un, Universal Products Co.; Cle, Cleveland Steel Products Corp.; Pet, Peters; Opt, ...ptional; Mec, Mechanics Machine Co.

STEERING GEAR MAKE—Ross, Ross Gear & Tool Co.; Han, Hannum Mfg. Co. Sag, Saginaw Steering Gear Co.; Gem, Gemmer Mfg. Co.; Col, Columbus Gear Pump Co.; W-G, Warner Gear Corp.

CARBURETOR—Car, Carter; Mar, Marvel; Sch, Wheeler-Schebler; Str, Stromberg; DL, Detoit Lubricator; Til, Tillotsen; Zen, Zenith-Detroit.

FUEL FEED—Gra, gravity; Vac, vacuum tank, P, fuel pump.

ELECTRICAL SYSTEM — AB, American-Bosch; Aut, Electric Auto-Lite; Eis, Eisemann; L-N, Leece-Neville; NE, North East; RB, Robert Bosch; DR, Delco-Remy.

TRANSMISSION—Br-L, Brown-Lipe; Cov, Covert; Ful, Fuller; Mec, Mechanics Machine; Mun, Muncie; W-G, Warner Gear; Cot, Cotta Gear Co.; Cla, Clark Equipment Co.

REAR AXLE—Cla, Clark Equipment; Col, Columbia; Eat, Eaton; Pont, Pontiac; Sal, Salisbury; Tim, Timken; Wis, Wisconsin.

FINAL DRIVE—IG, internal gear; St, straight bevel; Sp, spiral bevel; Wo, worm; 2R, double reduction; Ch, chain; S-T, semi-transverse.

TYPE OF SERVICE BRAKES—

B4IM, Bendix, 4 wheel, internal mechanical; B4MV, Bendix, 4 wheel, mechanical, vacuum; B6IA, Bendix, 6 wheel, internal, air; B4IMV, Bendix, 4 wheel, internal, mechanical, vacuum; BO4IMV, Bendix, own, 4 wheel, internal, mechanical, vacuum; BrIA, Bendix, operating on 4 rear wheels, internal air; BW4IM, Bendix front, Wisconsin rear, 4 wheel, internal, mechanical; BE4IM, Bendix front, Eaton rear, 4 wheel, internal, mechanical; B4IH, Bendix, 4 wheel, internal, hydraulic.

CB4IM, Columbia, Bendix, 4 wheel, internal, mechanical; C4IM, Columbia, 4 wheel, internal, mechanical; K2IM, Clark, 2 wheel, internal, mechanical; CR4IA, Christensen-Relay, 4 wheel internal, air.

L4IHVA, Lockheed, 4 wheel, internal, hydraulic, vacuum, air; LO4ID, Lockheed, own, 4 wheel, internal, drive shaft; LO4IV, Lockheed, own, 4 wheel, internal, vacuum; LT4DV, Lockheed, Timken, 4 wheel, drive shaft, vacuum; L4IH, Lockheed, 4 wheel, internal, hydraulic; L4IHA, Lockheed, 4 wheel, internal, hydraulic, air; L4IHV, Lockheed, 4 wheel, internal, hydraulic, vacuum; LT4IHV, Lockheed, Timken, 4 wheel, internal, hydraulic, vacuum; LT4IVA, Lockheed, Timken, 4 wheel, internal, vacuum, air; L6IHV, Lockheed, 6 wheel, internal, hydraulic, vacuum; L6IH, Lockheed, 6 wheel, internal, hydraulic.

O2IM, Own, 2 wheel, internal, mechanical; O2IV, Own, 2 wheel, internal, vacuum; O4IA, Own, 4 wheel, internal, air; O4IH, Own, 4 wheel, internal, hydraulic; O4IHV, Own, 4 wheel internal, hydraulic, vacuum; O4IM, Own, 4 wheel, internal, mechanical; O4IV, Own, 4 wheel, internal, vacuum; O4M, Own, 4 wheel, mechanical; O2XM, Own, 2 wheel, external, mechanical; O4XM, Own, 4 wheel external, mechanical; O6IA, Own, 6 wheel, internal, air; OJXM, Own, jack shaft, external, mechanical; OL4IHV, Own, Lockheed, 4 wheel, internal, hydraulic, vacuum; OPX, Own, propeller shaft, external; OPXM, Own, propeller shaft, external, mechanical; OPM, Own, propeller shaft, mechanical; ORIV, Own, rear wheels, internal, vacuum; OTHV, Own, Timken, internal, hydraulic, vacuum.

S4IM, Steeldraulic, 4 wheel, internal, mechanical.

T4rIA, Timken, operating on 4 rear wheels, internal, air; T4IA, Timken, 4 wheel, internal, air; T6IA, Timken, 6 wheel, internal, air; T2IMV, Timken, 2 wheel, internal, mechanical, vacuum.

W4I, Westinghouse, 4 wheel, internal; W4IA, Westinghouse, 4 wheel, internal, air; W6IA, Westinghouse, 6 wheel, internal, air; 4IA, 4 wheel, internal, air; 4IH, 4 wheel, internal, hydraulic; 4M, 4 wheel, mechanical.

-T, Tru-stop. *Models on which Tru-stop is optional.

WHEEL BASES given are standard, but optional wheel bases are available in many cases.

***CHASSIS WEIGHT** according to Automotive Daily News formula, which is the chassis with gas, oil, water and spare tire, but without cab or other equipment.

TIRES—B, balloon; D, dual; S, solid; P, pneumatic.

SPECIAL NOTATIONS

AUTOCAR

†Engines in these models are located under the driver's seat.

*Six-wheeler.

BROCKWAY

*Models equipped with twin ignition.

CHEVROLET

Utility model availale on 131-inch wheel base with chassis weight of 2,760 pounds and equipped with dual rear wheels.

DIAMOND T

*Six-wheelers.

Additional standard wheel bases available as follows:—

551	158	750	167, 192
504	166½	801	180½, 199¼
506	174	1200	174½, 180
603	157, 179	1600	174½, 180
606	177½	1601	184

DODGE

*Models F40, F41, F61 and F62 can be had with double drop frame.

FEDERAL

*Six-wheelers.

*Also rated in pounds of total allowable weight as follows:

D 3	8500	T 10 W	18,000
E 3	8,500	T 10 D R	18,000
F 7	10,000	U 6	21,000
F 8	11,500	U 6 D R	21,000
A 6	13,500	A 6 S W	18,500
A 6 T	15,000	C 7	24,000
A 6 T W	15,000	C 7 W	24,000
T 3 W	14,000	C 8	24,000
T 8 W F	15,000	C 8 W	24,000
D 2 S W	12,500	X 8	30,000
E 2 S W	12,500	X 8 D R	30,000
D 2 D	12,500	X 8 R	30,000
2 E D	12,500	X 8 R D R	30,000
T 10 B	18,000		

†Both the four and six cylinder are also offered in 157-inch wheel ase at $1,145 and $1,345, respectively.

GENERAL MOTORS TRUCK

*Capacity indicated is the Shraight Rating (combined weight of chassis body, equipment and pay load) for which each chassis is designed and guaranteed to satisfactorily operate under average conditions. The size of the tires used does not affect this Straight Rating, but to secure maximum tire mileage it is suggested that the total gross weight be limited to a "recommended gross weight" for each tire equipment based on tire capacity. Prices cover base chassis and vary with wheel base and tire combinations. The number of wheel base lengths, tire types, range of "recommended gross weights" and resulting pay load range (assuming nominal body allowance) for each model follows:—

Note: Models T-15 to T-61, inclusive, are available for export only as coach chassis.

Model	Wheel Bases	Tire Types	Range of "Rec. Gross Weights"	Pay Load Range
T-11	1	1	3800	½
T-15	3	10	4500- 6500	½-1½
T-18	.	..	7500- 8200	1½-2
T-19	3	..	7500-10000	1½-2½
T-25	3	17	6800- 9000	1½-2
T-26	4	..	8500-11000	2-3
T-30	3	15	10000-12500	2-3
T-31	4	..	11000-14000	2½-4
T-42	4	12	12000-15000	2½-4
T-44	4	12	12000-16000	3-4½
T-45	4	..	13500-16000	3-4½
T-51	4	..	16500-19000	4-5½
T-60	4	18	18500-22000	5-6½
T-61	4	..	19500-22000	5-6½
T-82	4	12	19000-24000	5-7
T-83	4	..	20000-24000	5-7
T-85	3	..	25000-30000	6-8
T-90	3	7	22000-28000	5-7½
T-95	3	..	30000-40000	7-11

Optional rear axle gear ratios available for all models, except Model T-18. Double reduction axles available for Models T-45, T-51, T-60, T-61, T-82, T-83 and T-95.

GRAMM

Series	Straight Rating	Wheel Base		Pay Load Range	
AX 4	8,000	157	1	to 1½	tons
AX 6	8,000	157	1	to 1½	tons
BX 4	10,000	157	1½	to 2	tons
BX 6	10,000	157	1½	to 2	tons
CX 4	12,000	157-180	2	to 3	tons
CX 6	12,000	157-180	2	to 3	tons
B	12,000	157-174	1¾	to 2½	tons
C	14,000	145-196	2	to 3	tons
D	17,000	145-196	2½	to 4	tons
E	20,000	145-224	3	to 4½	tons
EY	.....	.....	3	to 4	tons
G	24,000	165-235	4	to 6	tons
G 8	24,000	165-235	4	to 6	tons
GY	.....	.....	4	to 5	tons
GW	28,000	157-240	5	to 7½	tons
HY	.....	.....	5	to 6½	tons

†Both the four and six-cylinder are also offered in 157-inch wheel base at $1,145 and $1,345, respectively.

INDIANA

*Six-wheelers.

INTERNATIONAL

*Stromberg carburetor optional.

MACK

Other wheel bases furnished on all truck models.

On 6-wheel jobs 4 rear wheels driven by chains, foot brake on 4 rear wheels.

††Made also in tractor models.

PIERCE-ARROW

*Optional final drive on Models PW, PX, PY and PZ.

REO

Models DF, FA, FE and FF are available with dual wheels at additional cost.

*Model DF X can be had with 3 speed transmission and single tires for $895.

STEWART

Models 30 and 30X can also be supplied in 120, 140 and 160-inch wheel base.

Models 40XA can also be supplied in 134, 145, 160 and 176-inch wheel base.

Model 29XS can be supplied in 135, 160, 176 and 190-inch wheel base.

*Models 18X and 32X can be supplied in 148, 190 and 220-inch wheel base.

*Models 19X, 31X and 27XS can be supplied in 148, 172, 190, 220 and 235-inch wheel base.

As optional equipment Models 18X, 19X, 31X and 27XS can be supplied with Timken dual redcution rear axle.

Models 38-8, 38-6, 48-8 and 58-8 can be supplied in 160, 170, 180, 196, 226 and 241-inch wheel base and worm axle.

WHITE

*Six-wheelers.

Production - - Engineering - - Factory

Parts Terminal Plan Discussed at Meeting

New York, April 7.—On April 5 a round table conference was held at the Hotel Commodore in this city by a number of executives and representatives interested in the formation of the Eastern Automotive Parts Terminal. A report was presented to the meeting by Ralph C. Rognon, chairman of a committee previously appointed for that purpose. General satisfaction with the report was expressed.

By RALPH C. ROGNON, Chairman

Improved methods for warehousing, distributing and merchandising of replacement parts are a necessity.

A program that will meet the needs of the maintenance industry is the only practical solution.

This industry has the resources and the ability to inaugurate necessary changes, providing it will face the facts and divorce replacement parts and vehicle sales.

There are three viewpoints:

1. Vehicle manufacturers, distributors and dealers comprise one group of parts merchants.

2. Parts manufacturers operating under their own trade names, together with some of the unit and original parts manufacturers who have joined their forces and the jobbers, are a different family.

3. All "shops" with the equipment and personnel, whether they are the dealers' service stations, fleet operators or independent repair organizations, represent consumers of parts.

Neither the dealer nor the jobber, with their present set-ups, meets the requirements of the consumers.

The dealer, in offering parts for sale f. o. b. stockroom counters, is taxed with a heavy investment in inventory and excessive shipping and handling costs from the original source until the sale is completed. Lack of availability of parts for all makes forces the expense of shopping on the shoulders of the consumer, which unnecessarily increases his net cost.

The jobber has the advantages of available parts for all makes, with savings affected by interchangeability. He is not burdened with the investment of slower moving stocks, but, on the other hand, his inability to furnish these complete requirements of the consumer places him in the position of a merchant who can only meet part of the needs of his customer.

Under existing conditions the consumer is forced to straddle the fence. He patronizes the jobber to the full extent of the jobber's ability to sell him, because of availability and low net cost. He then shops all over his territory to the dealers' stockroom counters for the balance of his requirements, and even with these two sources, he must, of necessity, often shop in the junk yards.

These are some of the problems of the "maintainer."

Changes are essential, because these conditions are adding materially to the cost per mile of operating motor vehicles.

There are over 26,000,000 vehicles to be serviced. This represents a big problem. The only solution is to face it as a business issue, and if a change is made, "do the job right."

There are three types of owners.

1. The individual owner of one make of vehicle.

2. The individual owner of a mixed fleet.

3. Companies and corporations owning mixed fleets.

Is the dealer in an advantageous position to make a strong bid to service this huge market? He is faced with some keen competition on the part of super-service stations and independent shops, with the fleets handling their own service.

Improved design and better constructed vehicles minimize the necessity for highly specialized service operations, particularly during the first year.

The independent shops, properly equipped and with competent personnel, have some distinct advantages.

1. Convenient location. They can reach out in their district and because of set-ups to service all makes, can approach to sell, ten to one, against the dealer.

2. Their improved shop equipment, universal tools, and available parts from the jobber place them in a position to render a class of service that compares favorably with the dealer.

The dealer has the disadvantage of only one location in most communities, although he has the original, personal contact, factory assistance and many other advantages.

Ability to merchandise and serve is the deciding issue in obtaining maintenance business.

The shop without the proper equipment or intent hurts our industry. Inability to buy parts on an equal basis with competent organizations should eliminate this undesirable element.

This industry should control in an intelligent manner a trade movement governing and assisting all competent shops.

With the majority of vehicles serviced by the independents and fleet operators who are competitors of the dealer, the dealer is not competent to merchandise parts to the maintenance industry.

The manufacturers control the source and dictate the policies of their distributors and dealers.

The manufacturer, distributor and dealers are primarily interested in the sale of new vehicles.

With production ability far exceeding demand and a greatly improved product, the intensity of sales efforts still absorb the thought and efforts of the manufacturers. Under present business conditions, profits from their parts departments should be attractive.

This industry is split wide open. Both sides, in their anxiety to obtain business, have ignored any cooperative trade relations. There is a purely competitive fight between the dealers and the jobber that does not concern nor meet the requirements of the consumer.

(To Be Continued)

Dollar for Dollar

We Challenge
Truck Buyers to Equal

BROCKWAY

VALUES

Get the facts on Brockway Trucks. Consult our nearest branch or distributor, or write direct to

BROCKWAY MOTOR TRUCK CORPORATION
Cortland - - - - New York

NEW 4-GRIP PLANER TOOL BIT HOLDER

The Four-Grip Tool Company of Paterson, N. J., is placing on the market a planer tool holder designed to facilitate the taking of top and side cuts in rapid succession.

This tool holder comprises two parts, a shank clamped permanently to the rail head and having an octagonal socket and a head for holding the tool bit. This head has an octagonal stem to fit in the socket in the shank.

When the shank is held in the planer rail head, the octagonal fit of the socket and stem enables the tool bit to be held vertically for top surface planing and then be rapidly shifted for taking side or dovetail cuts.

This operation is performed by unclamping a se-screw, pulling the tool bit head forward to withdraw the stem from the socket, turning the tool bit head to the right or left a distance of one or two of the octagonal flats as needed, replacing it in the socket and reclamping it.

HUG NAMES M'LAUGHLIN ITS SALES MANAGER

The Hug Company, Highland, Ill., announces the appointment of L. J. McLaughlin as sales manager for the distribution of its road-builder trucks and road-building equipment.

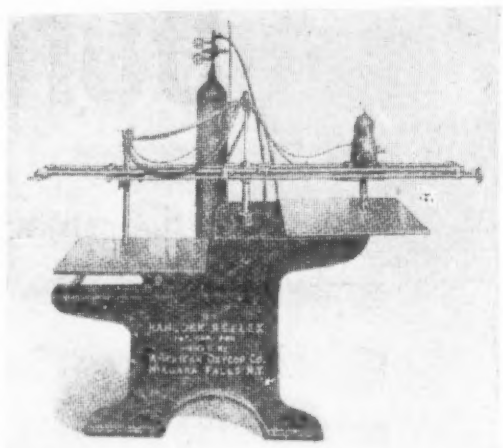
Mr. McLaughlin has had a wide experience among road-building equipment distributors, having served for ten years as vice-president and sales manager of the Red Star Products Corporation, formerly the Cleveland Wheelbarrow Manufacturing Company, Cleveland, O., and also sales manager of the De Walt Products Corporation of Lancaster, Pa.

TENDER FOR MACHINE

The Stackbin Corporation, Providence, R. I., is putting on the market an inclosed sheet steel tender for use in the machine shop. This is a cabinet in which to store tools, dogs, chucks and other parts within easy reach of the machine operator.

The cabinet is fitted with a shelf, a bench top, two doors and a padlock hasp. It may be had with or without casters. The tender is 18 inches deep, 30 inches wide and 32 inches high.

Gas Profile Cutting Machine Introduced



The American Oxycop Company, Niagara Falls, N. Y., is introducing a machine designed for use in the tool room for cutting metals to various outlines and utilizing natural gas, coal gas or butane gas.

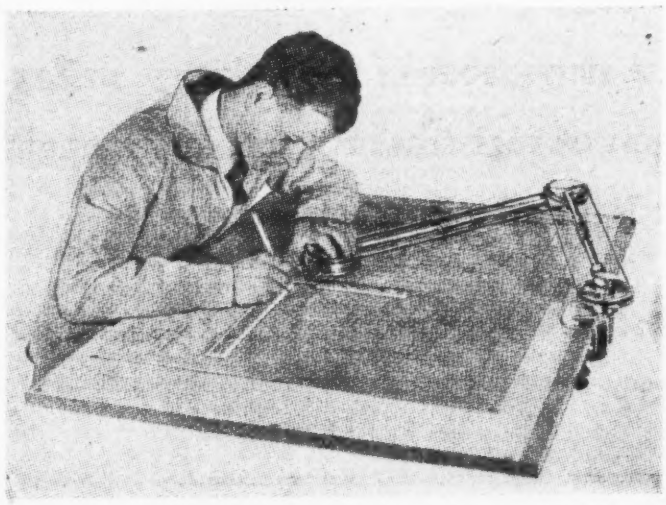
The machine is equipped with a universal head, which may be fitted to produce intricate dies or irregular shapes from drawings. It is recommended particularly for cutting operations on dies, cams, stripper plates, jigs and similar parts. It can be operated manually, automatically or semi-automatically.

The coal gas burner takes ordinary illuminating gas and oxygen, and it is stated that gas with a calorific value as low as 500 B. T. U. may be used under normal pressure with the use of a booster.

The manufacturers state that steel remains unchanged after cutting, being neither carburized nor decarbonized. Cutting speeds range from three to twelve inches a minute. The machine will cut metal of any thickness from one-fourth to eight inches. It is claimed that steel one inch thick may be cut at the rate of twelve inches per minute. The machine makes smooth cuts with sharp edges, so that only one-sixteenth need be allowed for machining.

By the use of a circle-cutting attachment it is possible to cut circles of from two to eighteen inches. An aluminum table for tracing purposes and a special ply-wood table for use with wood or metal templates may be had. These machines are available up to eighteen feet long by five feet wide.

Bruning-Wallace Introduces New Drafting Machine



The Charles Bruning Company of Los Angeles, Cal., is introducing a new drafting machine so designed that the protractor head may be revolved in a complete circle. This feature allows every part of the drawing board to be reached.

The alignment of the head is maintained by means of three pulleys and a flat steel band. The machine is equipped throughout with ball bearings. It is fastened to the table by a clamp of aluminum. Tubes and scale plate are made of dural. All steel parts are chromium-plated tool steel. The full circle protractor is made of nickel silver, with machine-cut gradations. Automatic stops are provided at zero, 30, 45, 60 and 90 degree positions in all four quadrants of the protractor.

—known for the trouble-free service they give; and for the efficiency with which they convert engine power into performance. . . .

WISCONSIN AXLES

WISCONSIN AXLE CO.
Oshkosh Wisconsin

Cumulative New Commercial Car Registration Statistics, March, 1932

States	Autocar	Brockway-Indiana	Chevrolet	Diamond-T	Dodge	Federal	Ford	G. M. C.	International	La France Republic	Mack	Pierce-Arrow	Reo	Sterling	Stewart	Studebaker	White	Willys-Overland	Miscellaneous	Totals	States
Illinois	1		308	24	39	1	177	35	118	1	3		19	1	1	14	2	9	27	780	Illinois
Illinois, 1931	3	6	470	23	63	9	655	28	130	1	3		12	7		22	7	16	47	1502	Ill., 1931

BURIED ALIVE!!!

Advertising managers stay awake nights working out ideas for copy; agency men struggle with new plans, suggestions, layouts, art work; dozens of high-priced men spend days and nights in helping to get live copy, rightly presented to the right group of people. And then what! The copy is often buried alive. ***Buried ads. mean lost dollars.***

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TRUCK AND BUS ISSUE—APRIL 22

In addition to up-to-the-minute specifications with prices, the issue will contain latest registration figures by states and makes, in addition to news and articles of interest to every truck dealer, fleet owner and bus operator, who will receive the issue.

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